

The Billbo



Few Disk Firms Present, Reverbaphonic Instruments Spark Audio Controversy

Licht Attendance

The near total absence of record company exhibitions came as little surprise to most traders. Only seven record companies were represented and most were disap-

In like manner ABC-Paramount reports that much dealer interest was shown in its simple window display units.

Both of these cases lead some traders to believe that record companies should concentrate on service and promotion at the NAMM, rather than trying to book record orders.

'Sound' Records Big

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Meanwhile, Presley has completed his first post-Army movie, "G. I. Blues," and is slated to start his second, "Hawaii Beach Boy," next spring. The musical will be filmed in Hawaii and Presley will be presented as a dancer as well as a singer.

DeeJay Fodder

Now that Kennedy has won the nomination, plans are in the works for the two Sinatra disks to be used thruout the campaign—possibly as paid “jingle” announcements on local deejays shows. The parody lyric on “High Hopes” runs in part—“Everybody wants to back Jack, because he’s on the right track. Ooms there goes the oppo-

Networks Active

The networks are active on the political song scene as well as local stations. For example, CBS-TV's "The American Musical Theater" Sunday (17) spotlighted a poll of songs from past political campaigns and musicals with political themes conducted by comedian Jules Munshin and composer Harold Rome. In addition to political themes from two Pulitzer Prize-winning musicals—"A Little Tin Box" from "Fiorello" and "Love Is Sweeping the Country" from "Of Thee I Sing," the show featured such collector's items as "Ulysses Is His Name" (from Grant); "Bi-I-I, Bill" (for LBJ); "I Think We've Got An

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An NBC radio jock added spice to the convention proceedings last week by playing Democrat Nat Cole's old recording of "All in the Game," written by Calvin Coolidge's vice-president, Charles G. Dawes. Meanwhile, zany deejays Gene Klavin and Dee Fincher of WNEW, New York, are ignoring the whole thing and campaigning to elect John Kluge president. Kluge is their boss, head of Met-

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Victor-Typewriter Tie In Dramatic Singles Campaign

Remington Deal Pegged at \$500G; Top Artists Feared in Promo.

NEW YORK — RCA Victor, seeking new merchandising and promotional approaches to the singles market, has entered into a major tie-in with Remington Rand portable typewriters. Promotion, titled "Be a Hit at School," has several unique facets and shapes up as the most dramatic singles campaign in memory. Campaign, centered around six RCA Victor artists, runs from August 1 thru October 10. The cost, shared jointly by RCA Victor and Remington Rand, is pegged at over \$500,000. In addition to the sum to be spent, the campaign is unusual in its heavy use of national magazine and massive dealer displays to plug the singles.

The promotion, slanted completely at the dealer-consumer level, features product by artists Neil Sedaka, Henry Mancini, the Browns, Della Reese, Sam Cooke and Jackie Johnson. Last named is the only new talent amidst the blockbusters.

Free Premium Disk
Remington Rand will give away a free premium record—an EP—specifically produced for this promotion—containing six tunes by the artists. The EP cannot be bought anywhere. To obtain the disk, the consumer goes to a Remington Rand dealer for a demonstration of a portable. The consumer will also be invited to use the demon-

stration portable to write a letter to his favorite among the six artists. Entry blanks reading: "I am typing this on a Remington portable. I enjoy listening to your records because . . ." will be made available by the dealer.

Meanwhile, the diskery will issue six singles—one by each of the artists—during the course of the promotion.

Winning letters will be chosen by a panel of RCA Victor artists, with winners receiving RCA Victor LP libraries. Too, any of the winners who bought a portable during the contest period will receive double the purchase price of the typewriter.

Big Ad Push

A very large national campaign, developed by Remington Rand will be spearheaded by

two-color double page spread in Life, August 22. The schedule also includes a four-color page in Junior and Senior Scholastic magazines and a two-color page in Seventeen. Black and white spreads will run in Teen, Boys' Life and Ebony, and half-pages in Suburban, Today, This Week, Parade and Family Weekly. Space has also been taken in major newspaper in 50 cities.

Remington Rand will also support the promotion with much point of sale material, including 5,000 major four-color window displays, day-glo banners, easel cards, pennants, decal and ad mats.

The collaboration between Remington Rand and RCA Victor will be close. For instance, an RCA Victor full column in Life will supplement Remington Rand's double-

(Continued on page 22)

OFTEN AT LIST

Plenty Dealers Digging Singles

BY BOB ROLONTZ

NEW YORK — Many dealers are happier about their singles business than their album business. This despite the fact that singles have been slow for months and constitute a small per cent of the industry dollar volume. These "happy" with - singles" dealers do not comprise the so-called class type stores which still manage to

sell their LP's at list and have practically given up the singles business. Not the guys discount houses, who traffic in LP's as loss leaders. The dealers referred to are mainly the middle type of music-record shops, who discount bit when they have to, and manage to make a fair living from their records.

According to these dealers, the footholding of LP records has dropped the price to a point where there has been a hard time making much profit on them but also has made the average LP customer completely ignore list prices. The dealer put it last week. "When some one comes in my store and asks for a Sinatra album, I can't figure I have a sale made. After he finds the LP he then asks me how much it costs, and no matter what I tell him he says 'How come I can get it for less at Kresche's'."

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Atlantic Skeds 4-Track Tapes

NEW YORK — Atlantic Records is entering the four-track stereo tape market, via a distribution deal with United Stereo Tapes. Within the next nine months 24 Atlantic and Atco four-track stereo tapes will be put on the market.

In line with this, Bob Koraheiser, Atlantic's sales chief, notes that Atlantic's LP sales volume for the first six months of 1960 was more than double that of the comparable period of 1959, and the rapidly growing stereo market played an important part in building that sales volume.

For example, said Koraheiser,

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EDITORIAL

Good Timing

Large scale national magazine advertising and in-store promotion merchandising techniques heretofore generally reserved for album product — are now being applied to the singles field.

This, in brief, is the meaning of the RCA Victor-Remington Rand tie-in. "Be a Hit at School." (See separate story.)

The campaign, of course, comes at a most propitious time. The singles business — despite an upturn very recently — has long been in a declining condition. New approaches and fresh thinking are drastically needed. A willingness to spend money is also needed.

The RCA Victor-Remington Rand promotion, therefore, is in line with the requirements of the times. While geared specifically to the dealer-consumer level, the development has significance for the entire record-music industry. The manufacturer, distributor, artist, publisher and songwriter.

Many have been prone to kiss off the singles business as minuscule, as merely a promotional necessity for the building of talent. These views represent a dangerous oversimplification. The percentage of net profit in hit singles — as against that obtaining in the package field — is large. A revitalization of the singles field, a broadening of the market, must result in a healthier over-all industry. Without such long singles field, the industry cannot achieve its maximum potential.

All hands, therefore, will watch with great interest the development of the RCA Victor-Remington Rand campaign. Funds have been properly allocated and fresh promotional areas are being tapped.

The end result will be a positive one: At best, new promotional pattern will be set. At the very least, a fund of knowledge will be available relative to the potency of these merchandising approaches.

Shocket Named ARMADA V-P.

NEW YORK — Bill Shocket, treasurer of Malvern Distributors here, has been appointed vice-president of ARMADA in charge of the Eastern Region.

His appointment completes ARMADA's regional vice-presidency which includes Liberty presy Al Bennett, San Records presy Sam Phillips and Milt Saltsome, M & S Distributors chief.

Meanwhile, ARMADA presy Art Talmadge, United Artists Records vice-president, general manager, said he will call a meeting of ARMADA officers and board of directors in mid-March, 1961, at which time they will review what ARMADA has accomplished since the election of its new officers and map out plans for the future.

Commenting on ARMADA's fight against bootleggers and coun-

(Continued on page 40)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littford Jr.
William Q. Littford

Editors

Paul Ackerman, . . . Music Radio-TV, N. Y.
John D'Amico, . . . Music Radio-TV, N. Y.
Sam Clark, . . . Music Radio-TV, N. Y.
Arno Sternfeld, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago

Managers and Divisions

L. W. Gatto, . . . Main Office, Cincinnati
R. S. Littford Jr., . . . Music Radio-TV, N. Y.
Sam Clark, . . . Music Radio-TV, N. Y.
Arno Sternfeld, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago
Robert Rabinowitz, . . . Con Mach, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: (513) 462-1000
New York 38, 1564 Broadway
George Conant
Phone: (212) 750-0000
Chicago 11, 181 W. Randolph St.
L. W. Gatto
Phone: (312) 462-1000
Baltimore 28, 1320 North Gower
Sam Clark
Phone: (410) 527-1000
St. Louis 1, 515 Olive St.
Paul B. Jacobs
Phone: (314) 462-1000
Washington 8, 1800 N. W.
Mildred Hall, Chief, News Bureau
Phone: (202) 8-0400

Advertising Managers

Magic Arts, Sales Co., One Collins, N. Y.
Music Arts, and Prom., Andrew Cline, N. Y.
New York, . . . Music Radio-TV, N. Y.
Columbia, . . . Music Radio-TV, N. Y.
Columbia, . . . Music Radio-TV, N. Y.
Columbia, . . . Music Radio-TV, N. Y.
Columbia, . . . Music Radio-TV, N. Y.

Circulation Department

B. A. Bruns, Director — Cincinnati
Send Form — Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates: Single copy, 10¢. One year, \$10.00. Two years, \$18.00. Three years, \$25.00. All rates include postage and handling charges. Payment in advance. No cash refunds. Subscriptions outside U.S.A. and Canada: Add 50% to all rates. Subscriptions outside U.S.A. and Canada: Add 50% to all rates. Subscriptions outside U.S.A. and Canada: Add 50% to all rates.

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Subscription rates: Single copy, 10¢. One year, \$10.00. Two years, \$18.00. Three years, \$25.00. All rates include postage and handling charges. Payment in advance. No cash refunds. Subscriptions outside U.S.A. and Canada: Add 50% to all rates. Subscriptions outside U.S.A. and Canada: Add 50% to all rates. Subscriptions outside U.S.A. and Canada: Add 50% to all rates.

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DORADO BEACH, P. R. — Star power, backed by performance power, sales power and distributor power were keynote themes here this week in the presentation by M-G-M Records of an ambitious fall-action plan.

The company enjoyed 100 per cent distributor attendance at this deluxe beachfront swankery as it presented 27 new albums and a plan for a special 20 per cent bonus in merchandise purchased by distributors. Distributors also get the regular 6 1/2 per cent return privilege in addition to the merchandise bonus. The latter part of the offer expires December 10. The 100 per cent exchange privilege applies on all of the 27 new packages.

Dating plan calls for billing 30, 60, 90 and 120 days after date

of receipt of shipment, but in no case will the first payment be due before September 10. Placing the order at the convention qualifies distributor to an extra 2 per cent discount with the dating plan, but the initial and subsequent cancellation portion of these orders must be in the hands of M-G-M by July 25. To qualify for the deal in the first place, a distributor must be current with the label.

At the promotion level, a dealer window display contest was launched in which the winning dealers share their prizes with the distributor who serves them. Elaborate salesman's kits have been prepared with complete lithos and liner notes on the new product, plus a sampler for use in selling dealers. A heavy consumer ad campaign.

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BILLBOARD-MRC DEBUTS CONSUMER SALES DATA

NEW YORK—The first Billboard-MRCA (Market Research Corporation of America) special analysis of phonograph record sales thru clubs and racks as well as other outlets, to be made available to the record industry, was mailed this week by The Billboard to signed subscribers of this research service. These reports not only show detailed sales in clubs, racks and other outlets, including music-record stores, but also provide a complete breakdown of each retailer's sales both by units and by dollar volume.



Three-Month Period

For the three-month period, February, March, April, 1960, consumers purchased 17.6 per cent of their records via racks in food and drugstores; they purchased 14.1 per cent of their records thru record clubs, and the remaining 68.3 per cent were bought thru retail outlets. These figures are based on unit sales. (Sales of records to juke box operators are not included in this consumer research.)

In dollar volume, it should be pointed out that the dollar volume here refers to the actual price paid for each record, rack sales via food and drugstores accounted of 14 per cent of consumer purchases in this period (February thru April, 1960). Record clubs accounted for 18.4 per cent of consumer dollar volume. The other outlets, meaning primarily music-record stores, did 67.6 per cent of the total dollar volume. These unit and dollar volume figures show that music-record dealers are still the most important outlets for records, in spite of the great growth of racks and clubs over the past few years.

Consumer Panel

These consumer reports are prepared for The Billboard by MRCA based upon actual purchases made by members of the MRCA National Consumer Panel. This panel is composed of 1,100 families who were scientifically selected to represent a cross section of the U. S. population. Each one of these panel families keep a monthly detailed record of its purchases.

The Billboard-MRCA consumer research is one of the services rendered by The Billboard to research subscribers. The Billboard-MRCA service deals with consumer purchases thru racks, clubs and other outlets. The other research package, prepared by The Billboard under the supervision of the New York University School of Retailing, provides data in depth on record sales thru retail record shops exclusively.

Columbia Sales Delfi Spurs Staffers Get Singles Talks Realignment

Smith Named Head Of All Product Merchandising

NEW YORK—Columbia Records has made a number of realignments in the responsibilities of members of its sales staff. Changes were made by sales chief Bill Gallagher. Under the changes Dick Smith, manager of sales administration reporting directly to Gallagher, will be responsible for all product merchandising. All former merchandise managers will now be called product managers and they will report to Smith. He will also act as liaison with manufacturing, order service and coordination. *(Continued on page 16)*

Kapralik to Head Col. Disk Promos

NEW YORK—Dave Kapralik has been appointed director of artist relations and national promotion for Columbia Records by Bill Gallagher, vicepres in charge of sales.

Kapralik was formerly merchandise manager of single records for the diskery. In his new post he will be responsible for co-ordinating the efforts of product, regional and district managers. He will head promotional programs for all repertoire fields and will carry the responsibility of maintaining close liaison between the sales department and artists. Kapralik will continue his duties in the care of TV network and radio station relations.

SORD Offers Membership 1960 Platform Blueprint

Judkins Analyzes Club, Prices, Bootleg, Merchandising Problems

By REN GREVATT

CHICAGO—At almost the same moments that the 1960 Democratic party platform was being adopted in Los Angeles last Tuesday evening (12), another kind of platform, one which was to become the guidelines for the coming year for the activities of the Society of Record Dealers of America, was presented at the annual SORD general membership meeting here. The meeting took place in the Menorah Parlor of the Palmer Hotel.

The platform, which was framed by the SORD board of directors, was presented by Howard Judkins, Judkins Music, Garden Grove, Calif., newly elected SORD pres.

At the same meeting, which saw the election of new officers and board members, attorney Robert Marks, who is handling the anti-trust case brought by various Chicago retailers against the three major record clubs, discussed in lengthy detail various aspects of the case, which is currently still in the stage of pre-trial examinations. The wind-up feature of the same meeting was an extended address by Vox Records pres., Larry Green. His principal theme was the fact that the time has come for dealers to get back to the fundamentals of good selling and to offer "services" as competition against discounters.

A dramatic moment occurred

when Judkins, accepting the post of president, also accepted from the board chief, Mike Speer, of Coral Gables, Fla., a genuine Civil War sword, a sort of badge of office of the head man.

Judkins, however, delivered a speech of acceptance in which were included the following platform planks: (1) Dealers should join buying groups or form their own local co-ops; (2) They should officially oppose all club activity; (3) The organization should officially denounce bootlegging practices; (4) SORD should work to get man-

(Continued on page 18)

Calif. Distribs, Pressers, Hit Bootleg Evils

Cautions Dealers On Bogus Disks; Hire Detectives

HOLLYWOOD—California's record distribrs and pressing firms last week launched individual attacks on the bootleg evil. The State's two distrib organizations, San Francisco's Record Distributors Association of Northern California and the Los Angeles-based Southern California Record Distributors Association blasted California disk dealers with letters of warning. They said that according to State law the seller of bogus records is just as liable to prosecution under the penal code as the counterfeiter himself.

The letters cautioned dealers to avoid being a party to criminal action by buying their records only from the proper distributors. Deal-

(Continued on page 16)

RACKER OPENS PRIVATE WAR ON BOOTLEGGS

NEW YORK—In an open letter to the trade, End Corsetti, general manager of Wambach Distributors, Inc., of Pennsylvania's largest record rack jobbers) Pittsburgh, declared his own private war on bootleggers last week.

Enclosing copies of recent trade paper stories on the bootlegging menace, Corsetti said: "We have never been involved in any bootlegging in the record business either on the receiving or selling end and will continue to purchase records from legitimate outlets only."

"We have distributed records at such low prices that it was obvious that it was either stolen or bootleg merchandise. I called my distributor who handles the lines offered to me and had them investigate this situation and possibly stop this practice."

"We have always felt, and still do, that anyone who can offer a lower price than we do while petting the law is a damn good one, cannot in all probability continue in the record rack service and is coming from legitimate sources."

Capitol Realigns Distrib Districts

HOLLYWOOD—Capitol Records Distributing Corporation's sales and operations now will be handled by seven districts, according to an organization plan instituted last week. The first six districts are comprised of CRDC's company-owned branches and District 7 will embrace territories handled by indie distribrs.

Reassigned structure calls for the first six districts to be headed by a district sales manager, a district operations manager and a district phonograph manager. CRDC's national sales manager Bob Camp will be in charge of all DSM's; national operations manager Bud Levinson will head all DOM's, with all DPM's reporting to national phone sales manager Bert Tenger. DPM's will handle sales of all Capitol phones, including consoles and portables, in their respective areas.

Following are the newly established districts, the company-owned branches they include and the various district managers: District 1: Boston, Buffalo, Hartford, New York, and Newark;

DSM Vito Samels; DOM, William Tynaldi; DPM, H. B. Caporal; District 2: Baltimore, Cleveland, Detroit, Philadelphia, and Pittsburgh; DSM, George Novak; DOM, Joseph Brown; DPM, J. K. MacQuarrie.

District 3: Atlanta, Charlotte, Cincinnati, Miami, New Orleans; DSM, Wade Pepper; DOM, Bruce Collins; DPM, Donald Elliott.

District 4: Chicago, Des Moines, Indianapolis, Milwaukee, Minneapolis; DSM, George Gerkent; DOM, Norman Lynch; DPM, *(Continued on page 16)*

Color Disk Tee-Off Set

HOLLYWOOD—La Roy Prinz, veteran choreographer who acquired a Japanese color disk production studio last week from the Orient to set wheels in motion for the production of four-color vinyl pressings.

Prinz, as reported earlier by The Billboard (June 20 issue), will be able to carry full color work similar to that produced on album covers. Prinz told The Billboard he expects product using the new process will be on the market sometime for Christmas. Prinz, flanked by his experts *(Continued on page 16)*

Victor Adds Linhart to A.&R. Team

NEW YORK—Joe Linhart, formerly with Arwin Records, has joined Victor as a RCA Victor music director for pop a.k.a. at the diskery. His appointment was made by Bob York, vicepres in charge of the firm's commercial records creation department.

As music director, Linhart will be responsible for all Broadway cast albums, as well as East Coast movie and TV soundtracks. He will seek new talent and Broadway shows for wax purposes and will audition and produce the final product on LP himself. He will also make LP's for a special group of artists. Linhart will report to Steve Sholes at the New York office.

Grand Award, Command In 4-Track Tape Field

NEW YORK—Enoch Light, presy of ABC-Paramount's new Grand Award—Command and Command—is bringing out four-track stereo tape releases of the reel-to-reel variety, for both lines.

Command enters the market first with four-track stereo tapes of the label's entire current catalog of 10 stereo releases on the market by the end of this month. The initial Grand Award four-track stereo tape releases (of six GA tape albums) will be marketed late in August. The Command four-track line will retail at \$7.95.

The Grand Award tapes have been available in two-track stereo form for some time now, while Light has been working to produce what he considers to be their equal, sound-wise, in four-track stereo tape. Henceforth, reports Light, the Command and Grand Award album releases will be made available in four-track stereo tape form also.

The entrance of Command and Grand Award into the four-track stereo tape field is an important one for dealers in view of the fact

that the line currently holds down the No. 1 and 2 positions on the charts. Light's best-selling stereo album chart (Terry Snyder's "Persuasive Percussion," No. 1, and "Provocative Percussion" by Enoch Light, No. 2, after 25 weeks on the chart).

In line with this, Light points out that his company currently has a sales ratio of 30 per cent stereo over 20 per cent monaural. He also reports that Grand Award and Command Record sales for the first six months of this year *(Continued on page 42)*

CORRECTION

NEW YORK—The head on a story which appeared in the July 4 issue of The Billboard—regarding Roy Freeman's exit from 20th Fox Records—was incorrect.

The erroneous head reading "Freeman Exits Warner Bros." was a mistaken by some in the trade as a reference to disk exec and ex-Billboarder Joel Friedman, who is happily ensconced at Warner's.

Italian Cleffing Business Booms

Survey Puts Annual Take at \$32 Mil; Screen, TV Interest Adds to Impact

By SAM'L STEINMAN

ROME — Italy's song business has become an annual \$32,000,000 event (record sales not included) with the festivals serving as sample falls which spark the industry, according to a survey by Vincenzo Buonassini in "Corriere Della Sera" of Milan, Italy's leading newspaper. One of the great new influences in the song business has been the growing participation of the large motion picture production companies which are showing signs of taking over everything.

(TV is showing the impact of the top song with the fact that 10 of the top evening shows — "Happy Vacation," "Sentimental" and "Tintarella" — are devoted to featuring recording names as well as two early-evening features, "First Floor" and "Four Steps Among the Notes," for a total of five nights. One of the three radio programs, the "Second" is devoted almost entirely to recordings while there are many similar events on the National network.)

With the advent of the movie companies and their promotion methods it is highly possible that 1959's total of \$32,000,000 will be topped in 1960, both of which controls performance royalties, and SEDIRIM, phono royalties, indicate increased amounts as were received in 1959. Last year the respective take for these two groups was \$12,800,000 and \$1,600,000. The writer points out, however, that the phonograph sales are only incidental to increasing the value of the songs and the singers for other performances.

One-Stopper Debts Liable

KANSAS CITY, Mo. — The continuing trend of various facets of manufacturing and distribution in the disk industry to plunge into other fields added a new firm this week when Leroy Davidson, owner of One Stop Phone Records, veteran one-stop chain based here, bowed his R record label.

Davidson told The Billboard that he decided to go into the disk business because he felt he had already made pre-existing contacts in the customer circle of dealers and ops over a 12-State area whom he regularly sells. Davidson said that he intended taking Ziggy Elliot and Frank (Shakey Apple) Frazier were recorded with the aid of Sam Glazer and Scotty Brown of the Sam Record organization, and both men will continue to aid in the recording of R label artists.

In his first distributor appointment, Davidson has MS Distributing, Chicago, handling the disk, while Davidson's own Choice Distribution, Kansas City, is also handling the label.

Lawrence-Burton Pubbery Tie-In

NEW YORK — Bernie Lawrence, Steve Lawrence's brother, has formed his own BMI company, BMI Music, Inc., which has offices with Burton Management, Inc. (Ed Burton).

Anax will concentrate on the pop and country market. Foreign rights for Anax tunes will be handled by Burton Music, Ltd. In the past, Anax has been represented by Tommy Valando and Hill & Range Music, Inc.

According to Buonassini, the acceptance of a song for a festival assures it of 5,000 sales, a rendition on the final night of 10,000 and a top place of 50,000. Winners will bring 100,000 to well over 500,000. The industry's interest in the festivals were tickets set at high prices — San Remo, \$100 for three nights — is justified by the return which can be produced. However, he points out, a song has to have value and the larger the house the more likely it is to have a choice of the best material.

(In Italy today one of the important sources of income is the film industry which is using more and more singers. A song which wins a festival is likely to become the theme of a movie or to be inserted into a movie. Another considerable source of income comes from "theme songs," which are sung by recording artists while the titles are flashed on the screen at the end of the movie. These often become best selling records.)

Rendezvous Records Buys Class Catalog

HOOLYWOOD — Leon Rene last week sold his complete Class Records catalog and all the label's artist contracts to Rod Pierce's Rendezvous Records. According to terms of the deal, Rene retains the Class label name but sold some of the "theme songs," which are singles previously released under the Class banner as well as unreleased material. He also transferred his contracts with Bobby Day, Eugene Church, George Rene and the Jubilee Stars.

All disks previously issued by Class will now be picked up by Rendezvous catalog and will be re-

New Bluebird Kiddie Sets

NEW YORK — RCA Victor has introduced a new series of Bluebird albums designed for preschool, nursery, and first grade children. According to Ray Clark, manager of the Bluebird and Merchandise RCA Victor Records, two Bluebird albums in this series will be released each month. They will be handled by Bluebird by Tom Glazer.

Among the albums coming up this fall are "Around the Block, Around the World" and "Holidays." The series will retail for \$2.49 each, and will be packed in big bags for pre-press.

Darin, Anka In TV Series

NEW YORK — In an effort to reach the teen-age audience, Screen Gems is working upon recording artist into the script of a new TV mystery film series, "Dan Raven." Bobby Darin and Paul Anka will be among the first to be signed for the show.

The warblers will both play themselves—singing as well as acting. The first series is about a Los Angeles detective whose beat covers local nationalities. The show, with Skip Henson as the title role, starts on NBC-TV, September 30 at 7:30 p.m.

King A.&R Men, Branch Mgrs. Confab

CINCINNATI — King Records' A&R men and branch managers gathered here Wednesday through Friday of last week to discuss A&R planning covering the next three months. King press Syd Nathan presided at the three-day session, assisted by branch general manager, Hal G. Neely.

Attending the meeting were Billy Myles, King New York A&R head; Sonny Thompson, Chicago A&R rep; Andy Gibson and Gene Kedd, who handle A&R here; Jack Pearl, New York attorney for King; Jim Wilson, Grand Rapids, Mich., manager; Jim Nantz, King manager in Charleston, W. Va., and Richard Kline, Dallas branch manager.

Neely announced Thursday (14) that the Driters are not leaving Armada Records to sign a recording pact with King, as was recently erroneously reported.

The Stanley Brothers were at the King studio here Wednesday to cut a session. One side of their own country version of "Finger Poppin' Time," which is slated for Armada Records, "Finger Poppin' Time" as done by Hank Ballard and the Midnighters, is King's top priority at the moment. The group is going rapidly on the national charts.

Liberty Calls Distrib Meet

HOOLYWOOD — Liberty's 33 distributors will attend the firm's second annual convention to be held at the Sheraton Hotel on days starting July 28.

Label will unveil up-coming product, sales policies and merchandising promotion plans. In addition to Liberty's execs, group will also be addressed by toppers of agency, Anderson-McConnell Advertising. Meetings will be held in Liberty's new Summit Boulevard headquarters which it had acquired late last year. Liberty Records, which now distributes the Tonit and University lines, last week added Seattle's Jerden label to its line-up. First Jorden player to be peddled by Liberty is Darwin and the Cupids' "How Long," backed by their version of "Chloe." Single is being sold by the best seller standing in the Seattle market several weeks ago. Liberty is also negotiating to add the Sabrina label to its list of indies it distributes.

Rene, who started the Class firm four years ago told The Billboard he was withdrawing from the disk business due to mounting pressures from his other activities in addition to his multiple duties with the record firm. He had served Class as (Continued on page 12)

SEEK NEW SITE FOR FRENCH LICK JAZZ

FRENCH LICK, Ind. — A new site for the 1960 French Lick Jazz Festival was being sought after of French Lick, Ind. The Sheraton Hotel announced cancellation of the annual concert which brought 20,000 people to this resort town last year.

While Sheraton organization entertained its own apprehensions about festival after riots and vandalism at Newport, local press registered by French Lick town board and civic organizations were principal factors in cancellation decision.

Dick Santangelo, publicity director of festival, disclosed that negotiations are in progress with tentative sponsors in Evansville, Ind., and Cincinnati.

Featuring Benny Goodman, Dizzy Gillespie, Stan Kenton, Sarah Vaughan and other celebrated jazz musicians, the three day show is scheduled for July 29-31.

Al Banks, executive director for Sheraton Corporation flew here from Boston for conferences with Morgan J. Sistrunk, manager of the French Lick Sheraton Hotel. They concluded that the festival would

ARMADA OKAYS SORD SUMMIT MEET PROPOSAL

NEW YORK — At least one area of support loomed last week for a proposal voiced by the Society of Record Dealers of America to the effect that an all-industry "summit" conference should be arranged to discuss the ills of the business.

Art Talmadge, presy of the Association of Record Manufacturers and Distributors of America, said that officials of ARMADA "would be glad to meet with heads of record firms and SORD and other trade organizations at any time," to go into the matter. Talmadge said that ARMADA has already plunged into the bootlegging problem and is "not sure" that the industry is ready to meet the dealers for a summit conference. He said that the industry's association, an early reaction to the proposal could not be obtained. RIAA presy, Nat H. Mark, reached in a harbor chair of the Fairmont Hotel, San Francisco, equipped that under the circumstances the record industry "comment" until next week.

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WB Racks Big Quarter

HOLLYWOOD — Warner Bros. Records net income during the past quarter substantially surpassed that of the same period of a year ago, although the label was enjoying a sales peak this time last year, according to presy Jim Conkling. Conkling said that during April, May, and June last year, the label netted \$1.5 million, both on the singles and album front. Its "77 Sund Strip" album was riding high while its "Kookie" single, which hit hit hit hit hit hit.

Despite comparison with a peak period, Conkling claims the past quarter's net far outshines last year's take. Label currently has four singles on the top hundred including one (Connie Stevens' "Sixteen Reasons") which has been on the chart for 24 weeks. Its Bob Newhart album, in No. 2 position on the LP chart, has been among the list's best-sellers for the past nine weeks.

Conkling attributes the fact that his firm is enjoying the same amount of recognition this year than last to the fact it released less product than last year. The same amount give the individual releases more concentrated effort. During the same period a year ago, the label issued more than 100 new recordings of singles. This year, WB issued almost a third of the previous year's product, or nine LP's and only one single during the same period.

Bourne Music Sale Delayed

NEW YORK — The auction sale of the Bourne Music firms, originally set for September 12, has been temporarily postponed. The sale, which was to be held this week (19) among the principals, for a permanent set of the auction order. The Bourne firms, Bourne Music, Bogal Music and ABC Music, are now being run by the late Sol Bourne's widow, Mrs. Bonnie Bourne, and his daughter, Beebe Bourne.

The feud between Bourne's widow and daughter has been going a long time, with Mrs. Bonnie Bourne wanting to sell the firms and Beebe Bourne against the sale. The daughter is taking her case to the New York State Court of Appeals to stop the sale. According to the original auction order the price for the three firms was set at \$2,000,000. Mrs. Bourne's attorney is Phillips, Nizir, Benjamin, Kravitz and Nizir, "Bourne's" attorney is O'Brien, Driscoll and Rafferty.

Sinnott Exits GAC, Sets Own Firm

NEW YORK — Howard Sinnott, veepee in charge of all musical entertainment for GAC for the past 20 years, has ankled the booking firm for his own company.

In his new firm Sinnott will supervise all entertainment for the New York City Park Department. The new firm will be sponsored each year by Consolidated Edison Company, which feature leading dance bands. He will also be booking in other local shows. This fall he will present three shows for the New York Telephone Company, one of which will be performed Summer '62 at the Brooklyn Fox Theater.



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BILL FARRELL MY CONCERTO

W2013

BOB CREWE KICKS WITH CREWE

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This One



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BRITISH Newsnotes:

By DON WEDGE

New Music, New Musical Express
Just how strong British disk artists are in the home market at present is made clear by this week's charts. Seven out of the Top 10 are by British singers—and five of the numbers were written here, too!

Most of the seven are newcomers; all are young. Tommy Steele ("What a Mouth—Decca") is the eldest and his first broke thru almost four years ago. Cliff Richard ("Please Don't Tease"—EMI-Columbia) began two years ago. Adam Faith (who has two in the section, "Made You" and its coupling, "When Johnny Comes Marching Home," from EMI-Parlophone) did not get his first hit until the end of last year. Johnny Kidd "Shakin' All Over"—EMI-HMV—is having his first big hit as Tommy Bruce ("Ain't Misbehavin'—EMI-Columbia) and Michael Cox ("Angela Jones"—Triumph).

The Cox record, now at No. 8, despite growing competition from the original U. S. hit version by Johnny Ferguson on M-G-M (now No. 23), is the more remarkable as it is being handled by a small, new label, Triumph was only launched this year and to get a hit at this time is particularly laudable. There is no equivalent in Britain to the multitude of small firms in the U. S. Until now there has been little activity outside the main firms—British Decca, EMI, Philips, Ranks, Orson and Pye. A new attempt is being made by Deutsche Grammophon to get a better footing here. The firm, which claims to be the oldest company in the record trade, has not had an easy time getting launched in Britain. Classical releases, on the D-G and Heliodor labels, have

made an impression, but the only pop success came soon after the postwar revival of Polydor in 1955. This was Caterina Valente's "The Breeze and I."

Polydor is now recording some of its German artists in London, usually with the sessions produced by Bunny Lewis, a top free-lance British recording manager. First was Peter Kraus, who has been doing TV here. Bernard Cook, until recently exploitation manager for the Pye-International label and formerly with Capitol in London, has joined the German firm as repertoire and exploitation manager for Polydor.

During his recent visit, M-G-M chief Arnold Maxin inked another British artist, Russ Hamilton, to a long-term contract (Maxin got Vera Lynn earlier in the year). Hamilton is probably best remembered for his 1957 hit, "Rainbow," which got him a gold disk for U. S. sales. It was the coupling, "We Will Make Love," which was the hit here. The singer is only just freed from his Oriole contract, but Maxin's interest was first aroused at the time of Hamilton's hit. The M-G-M exec expects to record his new signing in Nashville next month.

This is the season for visitors, some purely on business, others combining it with a European vacation. . . . Kermi Bloomington was in London primarily to cast a new play, but also to talk with Harold Friedland about the London production of "The Music Man." . . . Songwriter Johnny Schonberger, was here to place songs and look up an old friend, former band leader Roy Fox. . . . Gene Kelly flew from Switzerland for the premiere of "Inherit the Wind" and talks about directing a projected British musical film. . . . Pat Suzuki
(Continued on page 32)

Best-Selling Pop Records in BRITAIN

Week ending July 15, 1960
(Courtesy New Musical Express, London)

- | | |
|----|---|
| 1 | GOOD TIMIN'—Jimmy Jones (M-G-M) |
| 2 | PLEASE DON'T TEASE—Cliff Richard (Columbia) |
| 3 | AINT' NO BETHLEHEM—Tommy Bruce (Columbia) |
| 4 | SHAKIN' ALL OVER—Johnny Kidd (HMV) |
| 5 | MADE YOU—Adam Faith (Parlophone) |
| 6 | WHAT A MOUTH—Tommy Steele (Decca) |
| 7 | ROBOT MAN—Comet French (M-G-M) |
| 8 | ANGELA JONES—Michael Cox (Triumph) |
| 9 | STEPS TO HEAVEN—Eddie Cochran (London) |
| 10 | WHEN JOHNNY COMES MARCHING HOME—Adam Faith (Parlophone) |
| 11 | LOVE IS A STAR—Garry Mills (Top Rank) |
| 12 | MARCHING HOME—Adam Faith (Parlophone) |
| 13 | CATHY'S CLOWN—Evelyn Brooker (Warner Bros.) |
| 14 | TW TROUBLE—Brenda Lee (Brunswick) |
| 15 | DOWN UNDER—Johnny and the Hurricanes (London) |
| 16 | I WANNA GO HOME—Lennie Hayton (Pep) |
| 17 | IT'S BITSY TERNY WEENY YELLOW POLKA DOT RIKINI—Brian Hould (London) |
| 18 | WHEN WILL I BE LOVED—Ferry Brothers (London) |
| 19 | ELVIS IS BACK (EP)—Elvis Presley (RCA) |
| 20 | HELLA LIPS TO GO—Jim Reeves (RCA) |
| 21 | PAPER ROSES—Kaye Sweets (Pep) |
| 22 | LADY IS A TRAMP—Buddy Holly (Pep) |
| 23 | ANGELA JONES—Johnny Kidd (HMV) |
| 24 | HANDY MAN—Jimmy Jones (M-G-M) |
| 25 | SWEET NOTHING'S—Brenda Lee (Brunswick) |
| 26 | RIVER STAY WAY FROM MY DOOR—Frank Sinatra (Capitol) |
| 27 | WALKING THE FLOOR OVER YOU—Pat Boone (London) |
| 28 | ANDY—Marty Wilde (Philips) |
| 29 | LOVE IS LIKE A VIOLIN—Ken Dodd (Decca) |

ITALIAN Newsnotes:

By SAMI STEINMAN

Venice has become the big battleground for variety and song with two locales, "The Pearl" at the Casino and "Chez Vous," at the Excelsior Lido Hotel presenting name attractions across the street from each other at the Lido. Former boasts air conditioning while latter is alfresco. . . . Italian song has become a great thing in Germany. For example, Teddy Reno was the top attraction at the night event of the Berlin Film Festival with an Italian song program. Rocco Granata is now filming "Marina" in Munich, based on the year's top Italian song hit: Arturo Testa has been engaged for "Radio Europa," German TV program; top artist in Germany is French-Italian Caterina Valente, scoring in films, records, and p.a.; German troupe in Portofino is now filming "Music in Italy."

It was a coincidence but on the day Jay Morgan arrived in Rome, Italy's Second Program aired 30 minutes dedicated to her life and her songs. . . . Also in Rome, Benny Venuta, Fran Warren, Charlie Barnett, Ethel Merman. . . . Island of Ischia is planning a festival for September. . . . "Happy Vacation" TV program directed by Gorni Kramer, who was in charge of Carnegie Hall's Italian Festival last fall, will be a new movie subject. . . . Longhair recordings now in progress in Rome: Leontyne Price, RCA Victor; Arias at Rome Opera; Correll MacNeil, Mario Del Monaco, Goffredo Simonetta, Josi Bjorling, London & Decca, "Cavalleria Rusticana" and "Il Ballo in Maschera," Santa Cecilia Academy.

Italy's new "Miss Europe," Anna Ranalli, is testing for a recording career. . . . Giuseppe Bianca, who

composed "Giovanezza," the hymn of Fascism, has just completed the new national anthem of the Republic of Somalia to order. It is called "Somalilandhato," which means "Long Live Somalia." . . . Decision on Italy's second channel may be forthcoming from the courts at any edition. If RAI is denied the right given by the government to operate the second as well as the first channel, it is
(Continued on page 32)

Best-Selling Pop Records in ITALY

Week ending July 15, 1960
(Courtesy Stivucca & Dielli, Milano)

- | | |
|----|---------------------------------------|
| 1 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 2 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 3 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 4 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 5 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 6 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 7 | SE RENATA A MARGHERITA—Bianca (Decca) |
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| 18 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 19 | SE RENATA A MARGHERITA—Bianca (Decca) |
| 20 | SE RENATA A MARGHERITA—Bianca (Decca) |



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PRESTON
71651

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DINAH
WASHINGTON
71635

Looking
At The World
JUNE VALLI
71653

GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

AFN had its 17th anniversary party. The Scotch and sodas were fine; the entertainment included singing by ex-GI, now German disk star **Bill Ramsey**, . . . **Fred Schiller** arrived from Hollywood in Munich to sell some of his movie scripts. His next visit: London, to attend first night of his play "Tender Decoy" there. . . . Italian actor **Vittorio Gassman** found a sold out house when he was in Munich for an evening to recite in Italian, French, and English. The next morning he left for Berlin. . . . **Lucia Chase** and her "American Ballet Theater" were guests of the Munich Opera Summer Season. Highlight of the performances was "Rodeo" by **Agnes De Mille** and **Aaron Copland**. . . . German hit tunes with American title lines are tops at the moment: "Banjo Boy" by **Charlie Nielsen**, sung by **Jan and Kjeld**, published by **Musikana**; "Moonlight" by **Werner Scharfberger**, sung by **Ted Herold**, published by **Karl Heinz Busse**.

Hungarian guitarist **Joni Sandoz** recorded an EP in Munich, "New York am Abend" (Evening in New York) with these standards: "Mantahan," "Sick Gutter Rag," "Bumble Boogie," and "Moon Over Miami." . . . "Footsteps," with German lyrics by **Ralph Maria Siegel**, now "Barlusz," has two records in Germany now, one by **Teddy Palmer** on Electrola, the other by **Rainer Bertram** on Metronome. . . . **Bob Weiss** had a busy weekend in Zurich, left for London to start **Warner Bros.** autumn and winter program. . . . European top hit "Mustasha" got the right treatment in Munich. **Stardet** disk recorded the song with a real Turk singer. His name: **Atilla Karadask**.

Universal International's "Who Was That Lady" is a terrific bonanza in Germany's cinemas. Hit song with German lyrics "Wer War Die Dame" has been sung by **Peter Weck** on the Polydor label. . . . U. S. standard "Close Your Eyes" with German lyrics "Traum Vom Gluck" has been issued by the Jupiter label. The singers are the **Karo Ruben**. . . . **Comie Francis** will sing "Everybody's Somebody's Fool" in German, too. . . . **Claus Ogerman's** American Strand label will be issued by Teldec in Germany. First disk: "Nan-jé-b-w 'Hoe Down" by the **Hot Toddy's**.

Decca discovery **Inge Brandenborg** gets a good start with her first disk "Goody-Goody" b-w "Are You Certain." . . . "Blue Brawbees Brand" is the name of a jazz band formed by boys of a school at Freising near Munich. . . . Four years ago a flop, now a bonanza. This is the revival French jazz pic, "Blue," starring **Sidney Bechet**, **Claude Luter**, and **Jean Bretonchere** in a Munich cinema. . . . Berlin opened a "Jazz Salon" for people between 16 and 25. . . . The "Modern Jazz Quartet" played in Lausanne, start for a tour thru Yugoslavia. . . . **Charles Delaunay** wrote a book on **Django Reinhardt**, soon to be published also in Germany.

The "Swing Show Band" of the U. S. Catholic Youth Organization in Bridgeport started their Europe trip in Wuerzburg, South Germany. **Daniel De Marco** directs the band. **Rev. Louis A. De Profilo** is the manager. **Singer Madeleine Martino** and drummer **Brian O'Connor** are the stars. The applause in Wuerzburg was overwhelming. The band will be given a special audience by the Holy Father, the Pope, in Rome.

Caterina Valente went on strike down in sunny Spain. The boss

Northern Germany

By BRIGITTE KEEB

Music Editor, Antonten-Markt

The big event and the talk of the past weeks was the 10th International Film Festival 1960 in Berlin, the U.S.A. taking part with the films "Inherit the Wind," "Wild River" and "Jungle Cat." Besides the many prominent international stars there were many recording artists who starred in the big show July 2 in the Berlin "Wahlbühne" including **Dietmar Schönherr**, **Christa Williams**, **Laila**, **Bill Ramsey** (former GI), **Sliv**, **Malmkvist**, **Rainer Bertram**, **Fritz Schultz-Reichel** and the 29th U. S. Army Band.

Bertelmann Printing House in Gutersloh, of which Ariola label is a subsidiary firm, has founded its own television production firm now. Aims are the production of TV-games, documentary reports as well as films for the family and youth programs in collaboration with TV and radio societies. Managing director is **Wolfgang Lohmeyer**. . . . **Teddy Reno**, one of Italy's top singers, made a television and radio interview with the most prominent holiday guest in Cadenabbia, a very fine Italian resort: Germany's **Bundeskanzler Adenauer** and gave a huge packet of flowers to the **Bundeskanzler's** daughter-in-law, **Libeth Werhahn**. . . . From the most discussed film here at the moment, the Italian **Fellini** pic "La Dolce Vita" ("Sweet Life") which got the Golden Palm at the film festivals in Cannes, Ariola has recently released the original sound track with Italian songstress **Carla Codivilla** singing the title song "La Dolce Vita."

The **Samuel Goldwyn** pic, "Porgy and Bess," starring **Dorothy Dandridge**, **Sidney Poitier** and **Sammy Davis Jr.**, all very popular here, was shown here for the first time in April and is now going thru the Western Germany cinemas. Original sound track from this pic with **Dorothy Dandridge**, **Sidney Poitier** and **Cah Calloway** is available on Philips here. Some other recording firms such as Polydor have also released tunes from this film.

Among the most played tunes in the American Forces Network in Germany were, in the last half of June, "Greenfields" (the **Brothers Four**), "Paper Roses" (**Anita Bryant**), "Stiffen Reason" (**Comie Stevens**), "Cathy's Clown" (**Everly Brothers**), "Everybody's Somebody's Fool" (**Comie Francis**), "Swinging School" (**Bobby Rydell**), and "Young Emotions" (**Ricky Nelson**). . . . No. 1 hit in the U. S. hit parade "Everybody's Somebody's Fool," by terrific and very popular **Comie Francis**, has already got a German title: "Die Liebe Ist Ein Schauer Spiel" ("Love Is A Strange Game"), sung by the **Dolly Sisters** on Metronome.

Also **Anita Bryant's** "Paper Roses" has German competition by Swedish songstress **Sliv Malmkvist** entitled "Lieber Johnny Komm Doch Wieder" ("Dear Johnny, Please Do Come Back") also on Metronome label. . . . The Danish singing brothers, **Jan and Kjeld**, from Copenhagen, became more and more popular with their "Banjo Boy" hit. In the Benelux countries and Great Britain there is a demand for this **Charlie Nielsen** song and there are already several different versions, among them a Parlophone record sung by Britain's top teen-age star **Laurie London**.

of Madrid night club didn't pay. **Said Cetera**, "No pay, no music." Then she left for Estoril, Portugal. . . . **Ralf Arnie**, composer of word hit "Tulips From Amsterdam," formed his own publishing house,

(Continued on page 43)

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COOL COLLEGE CATS

Jazz Envoys Build European Good Will

By OMER ANDERSON

FRANKFURT — American colleges are playing their way thru Europe this summer as ambassadors of good will and Dixieland. The collegians' cry is: "Have jazz combo, will travel." At least half a dozen jazz groups from U.S. colleges are dispensing Dixieland and cool in the smoke-filled cellars of Europe.

Combos abroad in Europe this summer include the Minstrels (Princeton), the Jazz Couriers (Yale), the Ivy Five (Bard University), the Paul Winter Sextet (Northwestern), and the Jazz Explorers (Cornell).

It works like this: Steamship lines are doing a thriving business transporting collegians to Europe under student exchange program charters. Combos audition for the steamship lines, and if accepted, they get a free ride across in exchange for keeping the teen-age tourists jumping with daily dances and jazz sessions.

Once in Europe, the combos scramble for bookings, which is not as difficult as it might seem. For jazz joints have mushroomed in every city on the Continent, save for England, which the unions have quarantined.

Once booked, the combos jazz their way thru Europe and then return home on the same ship which brought them over, under the same deal. They arrive back in time for autumn classes, having spent the summer in Europe for free.

Typical of such foot-loose combos are the King's Men of Cornell and the Minstrels of Princeton, both of which are appearing at Frankfurt jazz joints.

It's a spartan life, but fun. Their pay is \$6 a night per man, while the collegiate jazzmen eat out by the third-rate hotels and perivate homes for as little as 75 cents a day.

As Bob Shechtman, trombone man for the Minstrels, explained: "It's a pretty austere life, but you get around, altho you have to learn to use public bath houses."

"Last year, I went to South America on one of these jazz combo junkets, and three other members of our combo — Phil Weinstein, Chuck Holt and Jay

Keyser — played their way to Bermuda."

Shechtman says American music has become a tremendous force in Europe, with ramifications all the way from culture and kick dollar economies to propaganda and high political policy.

Phil Weinstein, the head Minstrel, noted: "What surprised us over here is that people dance in the jazz clubs. Back home, they just sit and listen. Also, there is a much greater interest in Dixieland over here, whereas modern jazz is the big thing back in the States."

The Minstrels are ecstatic about jazz as ambassador for America. Foreigners sit in regularly with the combo, and get along famously. As Shechtman and Weinstein discussed their combo, their spots were filled by a Yugoslav musician and one from Belgium.

"You never know who you'll find at these jazz joints. One can tend to be a musical little United Nations," Chuck Holt cut in. "It's really tremendous, how many different nationalities you meet on these summer college combo circuits, and how many foreign friends you make."

The surprising thing about the

combo collegians is that few intend playing professionally after college. They do it solely for the kick—and free travel.

Weinstein is majoring in philosophy, Keyser in German literature and pre-med; Holt just got his degree in psychology, and Shechtman's major is what he calls "American studies." The fifth member of the combo, John Coates, is a major in romance languages. Coates comes the nearest to being a professional. He has played professionally and has cut two piano albums.

Cornell's Kings Men are even more enthusiastic about combo dixieland. Rhapsodize Franglen, their leader, "You can't beat jazz combos for people-to-people friendship. Europeans are always

eager to talk with us, not only about music, but about everything American."

The Kings Men include also Pete Hanna, Dick Jones, Jao Sturdevant, and Larry Weiss. Added Jones, "The fact that some of these girls doesn't make our 'ambassadorial duties any more onerous.'"

"Normally," Wenner explained, "we play about 50-50 between Dixieland and modern, but over here we're working exclusively as a Dixieland unit."

"Another thing we run into is requests for numbers we know only as old records."

Capitulated Larry Weiss: "It's a shame the State Department doesn't send more students to Europe. We're learning how to live with these people."

Capitol Debts New Singles

HOLLYWOOD — Capitol has high hopes for two singles issued this week. "Lisa" features Jeanne Black in a follow-up to her recent chart-climber, "He'll Have to Stay." The latter, according to the label, was the fastest breaking single in the firm's history. It's backed with "Journey of Love."

Other is the U. S. release of England's hit, "Who Could Be Bluer?" marking the American debut for vocalist Jerry Lorda. The disk is currently riding England's top 10. Flip side offers "Do I Worry?"

VeeJay's "Looking Good" with its new 4-color label!



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the SPANIELS

VEEJAY 350

"DO WHAT I SAY"
J. B. LENOIR

VEEJAY 352

"SURELY LOVE YOU" "HALF AS OLD"

ROSCOE GORDON

VEEJAY 348

DONNIE ELBERT

VEEJAY 353

Special Rank Sets Up \$1

NEW YORK — Top Rank Records has announced an increase in prices for certain LPs.

Effective Monday (1), according to sales chief, Len Levy, "specially selected LPs will go up one dollar in both monaural and stereo (\$3.98 to \$4.98 and \$4.98 to \$5.98 respectively)." The deluxe package, "Canta Flamenco" will be increased to \$9.98. The sets involved are "F Sharp," "Where Thera Is London," "Come to the Cell," "Scotland's Pride" and "With My Love."

Electra to Distrib Aero Progress

NEW YORK — Elektra Sales Corporation, sales wing of Elektra Records, has acquired sales rep rights to the Aero Progress disk line. The product will be distributed thru the Elektra domestic and overseas distrib network. Featured are such instruction LPs in flying and boating as "On Course on the Glider," "Instrument Flight," "Ship to Shore" and "Tower Communications."

'Opry Night' for Missouri Fair

NASHVILLE — Acuff-Rose Artists Corporation will produce the "Grand Ole Opry Night" Sunday, August 28, at the Missouri State Fair in Sedalia, according to "Coke" Ervin, an ARAC manager, Dec 14th.

Featured will be Roy Acuff, Don Gibson, Janie Faye, Margie Bowles, the Smokey Mountain Boys and other talents.

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- KL-1052 KS-3000 Roger Williams Plays Beautiful Waltzes
- KL-1066 KS-3017 Fascination—Jane Morgan and The Troubadors
- KL-1066 (S) All The Way—Jane Morgan and The Troubadors
- KL-1069 (S) Something Old, New, Borrowed, Blue—Jane Morgan
- KL-1092 Jane Morgan
- KL-1095 La Fabulosa Amalia Rodriguez
- KL-1096 Amalia Rodriguez
- KL-1100 KS-3010 Great Waltzes Of The Fabulous Century—David Rose
- KL-1101 Volare—Umberto & The Casanovia Orch.
- KL-1114 The Romantic Voice Of Umberto Marcato
- KL-1126 Fado—Amalia Rodriguez
- KL-1129 KS-3014 Jane In Spain—Jane Morgan
- KL-1152 KS-3041 Moscow After Dark—Vaya Whiskey
- KL-1167 KS-3046 The Fabulous Eartha Kitt
- KL-1168 (S) KS-3052 Anita Ozian
- KL-1189 (S) KS-3053 Something To Sings About—Carmen McRae
- KL-1190 KS-3100 Menais And Miranda Go Brazil
- KL-1196 KS-3108 Hank Williams Sings—Pete King Orch.
- KL-1197 (S) KS-3107 Forever—Jack Elliot & Orch.

- KL-1199 KS-3100 The Bounty Hunter—David Hill
- KL-1004 (S) David Rose Plays Songs Of The Fabulous Thirties
- KL-1006 (S) Great Songs From Great Shows Of The Fabulous Century—Jane Morgan
- KL-1020 The Modern Age Of Brass—Roger Voisin
- KL-1022 (S) Eludes—Ann Schein
- KL-1028 The Golden Age Of Brass—The Brass Ensemble
- KL-1033 (S) Music For Trumpet And Orchestra—Vol. II—Roger Voisin
- KL-1034 (S) The Festive Pipes—Kranis Record Consort
- KL-1036 (S) Stars And Stripes—Western Symphony—New York City Ballet
- KL-1037 (S) The N.Y. City Ballet—Stravinsky Festival—Agnes
- KL-1038 (S) The Penguin String Quartet—Quartet No. 1 In C Minor Opus 10
- KL-1039 (S) The N.Y. City Ballet—Ballet, Symphony in C—Ground Symphony—Robert Irving, Conductor
- KL-1040 (S) Chopin Scherzi—Ann Schein
- KL-1041 (S) Music For Oboe And Orch.—Harry Shuman
- KL-1042 (S) A Piano Implication To The Oboe—Ann Schein
- KL-1044 (S) In An 18th Century Garden—Simfonia Di Roma
- KL-1045 (S) Quartets—Mazart And Haydn—Penguin String Quartet

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NEW RELEASES

- KL-1199 KS-3117 On The Move—The Singing Circus
- KL-1200 KS-3048 Roger Williams at Town Hall—Pete King Orch.
- KL-1201 KS-3049 Peter And The Wolf
- KL-1202 Haydn: Mass—The Symphonies
- KL-1203 From The Land Of The Sky Blue Water—Music By Brian
- KL-1204 Harbor Lights—John Gart
- KL-1205 Songs Of The Golden West—John Gart
- KL-1207 Bang On My Notes—The Happy Harts
- KL-1208 Roll Out The Barrel The Gangs, Alibates—Milton Orledge
- KL-1209 Banjo And Minstrel Songs—The Happy Harts
- KL-1210 The Troubadors In Rome
- KL-1211 The Troubadors In Spain
- KL-1212 The Troubadors In The Land Of The Gypsies
- KL-1213 The Troubadors In Hawaii
- KL-1214 KS-3007 South Of The Border—John Gart
- KL-1215 (S) Music Of A Royal Wedding—Clare Willows & His Orchestra
- KL-1216 KS-3044 The Seventh Veil—Artie Bernstein and Orch.
- KL-1217 KS-1001 Rodgers and Hammerstein's South Pacific—The Troubadors
- KL-1218 KS-1008 Great Moments From The Broadway Musical—The Troubadors
- KL-1219 KS-1113 The Flower Duet Song—Barbara Carroll with Orch.
- KL-1219 KS-3017 Play Mr. Banjo—The Happy Harts
- KL-1216 KS-1118 Russian Folk Music—Vera Gymer
- KL-1217 KS-1117 Carmen Melba Book Of Balloids
- KL-1219 Odeon On The March—John Gart
- KL-1221 KS-3003 Melma Rogers—Raymond Letevre and His Grande Orch.
- KL-1223 KS-1123 The Troubadors In Venice—The Troubadors
- KL-1224 KS-1128 By The Waters Of The Minnetonka—Marty Gold Orch.
- KL-1225 Dance With Victor And Orch.
- KL-1226 Vol. I Great Songs From The Great Shows Of The Century—Jane Morgan
- KL-1232 Vol. II Great Songs From The Great Shows Of The Century—Jane Morgan
- KL-1235 KS-3018 When You're Away—Carmen McRae
- KL-1236 KS-3021 Music Of An Italian Wedding—Onno Romano and Orch.
- KL-1239 KS-3022 Italian Dance Music—Onno Romano and Orch.
- KL-1240 KS-3023 Beloved Melodies Of Foster—John Gart and Southerland
- KL-1242 KS-3025 The Troubadors In Paris
- KL-1244 KS-3027 Hawaii—The Fabulous 50th State—Sam Maika & Beach Boys
- KL-1245 KS-3028 The Troubadors At The Viennese Landings
- KL-1246 KS-3031 David Hill
- KL-1247 KS-3033 The Merry Widows—Conrad Underwood, Vienna Theater Konzert Orch.
- KL-1253 KS-3036 Dia Fleremous—Conrad Underwood, Vienna Theater Konzert Orch.
- KL-1254 KS-3039 A Piano, Ice Box And Bed—Kam and Midge Wood
- KL-1255 Odeon The River—The Bells Kings
- KL-1256 KS-3043 Shadows In The Cabaret—Artie Bernstein and Orch.
- KL-1257 KS-3047 Night On The Beach—Hillel and Anna
- KL-1258 (S) KS-3048 NOW—Fred Astaire
- KL-1259 KS-3050 Festival Favorites—Armando Farsano & L'Orchestra di Napoli
- KL-1271 KS-3055 Nocturnal Serenades—Richard Wolfe and Orch.

- KL-1174 KS-3056 Songs Of The Exodus—Hillel And The Sons Of David
- KL-1176 KS-3176 How Come Jerry Keller
- KL-1178 KS-3063 Hits Of The Fabulous 50's—Pete King Orch.
- KL-1181 KS-3181 Brazilian Chop Choo—Norberto Rito
- KL-1182 KS-3183 European Hits In America—Richard Wolfe and Orch.
- KL-1184 Hi Lo's Under Glass
- KL-1185 Hi Lo's I Presume
- KL-1207 KS-3007 (S) NUTCRACKER (Complete)—New York City Ballet Orch.
- KL-1208 KS-3007 (S) Ann Schein & Orchestra—Chippa Piano Concerto #2 Nocturne
- KL-1209 KS-3008 The Fabulous Gay Nineties—Various Artists
- KL-1210 KS-3009 (S) Parada—Original Cast
- KL-1211 KS-3010 The Music Of "Torreador"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1212 KS-3011 The Music Of "La Forza Del Destino"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1213 KS-3012 The Music Of "Pagliacci" and "Andrea Chénier"—Rome Symphony Orchestra, Domenico Savino, Cond.
- KL-1214 KS-3013 (S) The Music Of "Cavalleria Rusticana"—Rome Symphony Orchestra, Domenico Savino, Cond.
- KL-1215 KS-3014 The Music Of "Della"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1216 KS-3015 The Music Of "La Gioconda"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1217 KS-3016 The Music Of "Faust"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1218 KS-3017 (S) The Music Of "Madame Butterfly"—Rome Symphony Orchestra, Domenico Savino, Cond.
- KL-1219 KS-3018 The Music Of "Grazielle Scherzi" and "Marcel Lescage"—Rome Symphony Orchestra, Domenico Savino, Cond.
- KL-1220 KS-3019 The Music Of "La Bohème"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1221 KS-3020 (S) The Music Of "Aida"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1222 KS-3021 (S) The Music Of "La Traviata"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1223 KS-3022 (S) Nocturnes—Leonid Kramov, Pianist
- KL-1224 KS-3023 Handel Organ Concerti—Leonid Kramov, Organist
- KL-1225 KS-3024 Beethoven Piano Sonatas—Leonid Kramov, Pianist
- KL-1226 KS-3025 (S) The Music Of "Tosca"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1227 KS-3026 (S) The Music Of "The Barber Of Seville"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1228 KS-3027 (S) Preludes—Perry O'Neil, Pianist
- KL-1229 KS-3028 (S) Beethoven—"Hammerklavier"—David—Leonid Kramov, Pianist
- KL-1230 KS-3029 (S) The Music Of "Rigoletto"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1231 KS-3030 (S) The Music Of "Carmen"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1232 KS-3031 (S) The Music Of "The Barber Of Seville"—Rome Symphony Orch., Domenico Savino, Cond.
- KL-1233 KS-3032 (S) Messiah—The Embler-Santolotto Orch.

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- KL-1205 35 All Time Great Polkas—John Gart
- KL-1206 Reminders—Russ Hamilton
- KL-1207 KS-1002 The Fabulous Kate—Kate Smith
- KL-1208 September Song—Ethel Albert & Harp
- KL-1209 Odeon Butternut Sky—Honey Carmichael
- KL-1204 Beautiful Melodies From The Opera—Rome Symphony Orch., Domenico Savino, Cond.

- KL-1193 The Day The Bells Came—Raymond Letevre
- KL-1195 (S) Jimmy Crack Corn—Bill Hayes
- KL-1196 (S) Little David Play On Your Camp—Mido Addison
- KL-1197 KS-3029 Come On You Campers—Mido Addison
- KL-1198 KS-3032 A Bird In A Gilded Cage—Miss Frances Carroll
- KL-1199 KS-3031 A Houshy With The Travelers—The Travelers
- KL-1197 KS-3179 Songs Of Faith And Inspiration—Bill Hayes
- KL-1200 KS-3047 Come & Edith Albert

- KL-1193 The Day The Bells Came—Raymond Letevre
- KL-1195 (S) Jimmy Crack Corn—Bill Hayes
- KL-1196 (S) Little David Play On Your Camp—Mido Addison
- KL-1197 KS-3029 Come On You Campers—Mido Addison
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STEREODIDDIES PLUGS 'SOMETHING DIFFERENT'

FORT LAUDERDALE, Fla. — Fletcher Smith, proprietor of Stereodiddies Records here, has the unique distinction of having 1000 per cent with only two records released. The two, both by local comic phenom, Woody Woodbury, are both currently riding The Billboard best-selling LP charts.

"I got a little fed up with that New York scene," Smith confessed to a Billboard reporter over the phone this week, "so I moved down here. I was always in the commercial film business in Manhattan. I used to commute between New York and here for awhile but I soon gave that up. I still have an office up there on East 44th Street, but I only get up there once in awhile. I'm too busy now making plans for some new record releases."

Smith approached the record business with the same view as that which he normally applies to the film business. "Each record, like each new film production, is something new and different. The market is already glutted with too many mood albums, jazz albums and what have you. Every new record that I release is calculated to be a little bit different, with a little something extra to make it stand out."

Woodbury has been a fixture at the Bahama Hotel on the beachfront here for several years. He made his first record for Smith over two years ago in March 1958. It was released to distributors in July of the same year. A year and a half later it made the charts and has been swinging ever since. "All that," says Smith, "with no

national exposure—night clubs or TV or anything else for Woody. He rarely strays away from the Bahama here. Now his second album is already on the charts. I like to think that happened because he's something different."

Pursuing this policy, Smith has now lined up his first important release following the two Woodbury sets. These employ local talent, well-known on the beachfront circuit here. "These are all I like to call 'idea albums,'" said Smith. "We've got 'Bill Cartwright Blasts Off,' another comedy album; 'The Punctinello Party Platter,' with accordion and fiddle music; 'Get Gay With Galley,' with Weela Galley, who is what I call a female Woodbury; a 'Gaga-Thon' record which is a flock of our local comical cats on a 'can you top this' kick; and 'After Dark on the Gold Coast,' a sampler of all the performances and performers we've recorded. These are already set for fall release."

Rendezvous Buys Class Catalog

• Continued from page 4

its pressy, general manager, artist-repertoire director, and sales manager, in addition to composing, arranging and producing all the Class sessions. Rene also continued his other writing activities, and as pressy of his two music publishing firms, Leon Rene Publications (ASCAP) and Records Music Publishing (BMI).

Rene told The Billboard he sold the Class label's for a cash sum well into five figures, and will continue to collect an override on all Class-originated disks sold under the Rendezvous label. Also, terms of the deal call for Rene to publish the material of at least one side of each single and half the tunes on albums recorded by the former Class label artists. Contract also calls for Rene to write and arrange for his artists and a.d.s. their sessions.

His strong sellers on Class included Bobby Day's "Rockin' Robin," "Over and Over," "Little Bitty Pretty One," and the Googie Rene instrumental, "Summertime," and "Beautiful Weekend." Also in the winner's circle were Eugene Charles' singles "Mistand" and Oscar Melodie's "Hey Boy, Hey Girl."

Class marks the second label founded by Rene which he later dissolved. In 1940 Rene formed Exclusive Records and turned it into one of the Coast's strongest independents. Among that label's charting singles were Joe Liggins' "The Honeydripper," which in 1945 hit the million mark. Among its other top sellers were Herb Jeffries' "Flamingo" and "Body and Soul," Bob Hayward's "Cloris" and Johnny Moore's "I've Got the Right to Sing the Blues." Artists included Ivory Joe Hunter, Johnny Moore and His Three Blazers, Basin Street Boys, Jeffries, Liggins, Hayward and Bob Baker.

As a composer, Rene has penned such standards as "When the Swallows Come Back to Capistrano," "I Lost My Sugar in Salt Lake City," "Somebody's Rockin' My Dream Boat," "Sleepy Time Down South," among others.

Hot Export, Import Action For Mogull

NEW YORK — Publisher Ivan Mogull, who just returned from a round-the-world business trip, has plenty of action happening for him in the U. S. these days. He has purchased for England, Ireland, France, Belgium, Holland, Luxembourg and Italy the current smash "Itsy Bitsy Teenie Weenie Polka Dot Bikini" from George Pincus. He has also snapped up "Aloey Oop" from Kavelin-Maverick Music for Europe, with the exception of Britain and the British Commonwealth.

Mogull also brought back to the U. S. the tune "Oh Oh Rosie," from Class Music of Belgium, and already has four records out on the German-Italian hit. Another European tune that Mogull has the rights to is "Mustafa," which Bob Merrill has put an English lyric to under the title of "The Sheik of Chicago." He also just purchased the Scandinavian ditty, "Kins-Goran," to which Paul Vance and Lee Pokris are putting an English lyric.

FBI Eyes Detroit Disk Shop Theft

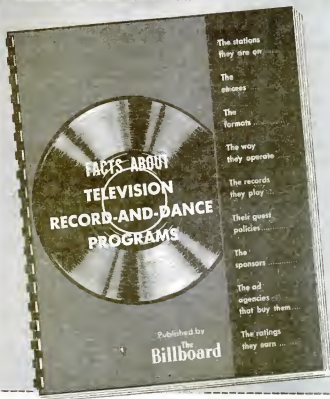
DETROIT—The weekend burglary of the Mumford Record Shop, operated by Lou Salsin, with about \$10,000 worth of stock taken, drew the interest of the Federal Bureau of Investigation because of the size of the theft.

The burglary fairly well cleaned out the interior of the store, except the window, and the thieves departed with about 2,500 records and one large amplifier. The loss was only slightly covered by insurance, Salsin said, but his insurance agent advised the FBI because of a standing request for information on a theft of this type.

The Mumford Shop is recognized as one of the leading outlets in the city catering to the younger clientele, and located near one of the city's leading high schools. The thieves took about 900 stereo and 1,600 monaural albums, but did not touch the pop singles.

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BRUSH OFF

Hope to Dry Up a Mkt. Potential

AKRON — Northeastern Ohio distributors, one-stops and rack jobbers are overlooking a potentially rich source of disk sales by refusing to co-operate with Brother Pedro Haering, principal of Archbishop Hohal High School here.

Brother Pedro buys records for his school library, and is planning to set up an experimental "radio station," whereby disks will be played over the school p.a. system before and after school and during lunch periods. The disks will also be used as background music (piped into study halls) and

by a new "pop" music appreciation and study club.

In the past — when he resided in Indianapolis, Brother Pedro purchased records at one-stop prices — 60 cents for singles, 90 cents for EPs. Indianapolis distributors permitted him to purchase records on consignment, usually returning one-third to one-half.

However, reports Brother Pedro, Cleveland and Akron distributors, one-stops and rack jobbers have given him the cold shoulder since he moved here a year ago, and the only way he gets any records now is by mail, via the Duchess One-Stop in Indianapolis.

Brother Pedro's current school has a library of about 3,500 records — all 45 singles and EPs. He orders new disks on the basis of Billboard reviews — "my sole contact with records." Brother Pedro started collecting records when he was a sophomore in high school and someday hopes to write a book on pop music.

Columbia Staff

• Continued from page 3

and creative services at Columbia as well as continuing his supervision of field activities.

Columbia has developed a pop album product section to handle sales and merchandising of Columbia and Harmony pop LPs. Joe Norton, product manager of pop albums, will report to Smith. Working with Norton will be Bob Mesinger and Bruce Lundvall, who will handle product presentations and take care of creative catalog merchandising.

Pete Munver will continue as product manager of classical albums, assisted by Dave Kleger, who will assume responsibilities of merchandising Harmony's classical product. Herb Mayer, product manager of special albums such as the new Latin-American line and the "Adventures in Sound" series, will also report to Smith. John

Pressel, the assistant product manager for singles, will schedule and merchandise all single records.

Meanwhile, on the administrative level at Columbia, the firm is now headquartersing two of its administrative divisions in its New York offices. Carl Petty, director of personnel, Mathew DeLieto, newly appointed director of wage and salary administration, will oversee their departments from the New York headquarters.

These administrative shifts were made by Kenneth Raine, head of personnel and labor relations at Columbia.

NEW YORK — Bigtop Records, the Hill and Range label, is negotiating for warbler Ray Peterson. It is understood that conferences have been held with Peterson's manager and that the company and the artist are close to concluding a long-term pact. Peterson now has a big hit going on RCA Victor, "Tell Laura I Love Her."

Bootleg Evils

• Continued from page 3

ers in the San Francisco, Phoenix and San Diego market areas have reported the presence of bootleg peddlers.

Western Record Pressing Association listed the bogus evil among the points discussed during its last week's meeting. Pressters have been working closely with federal, state and local authorities. They've screened product to determine whether it's counterfeit or pressed by a legit firm. In addition to working with the law enforcement agencies, private investigators to track down the culprits. Information being uncovered is turned over to the authorities.

Other two points discussed at the pressers' meetings is a letter of protest calling on RCA Victor to cut its prices. Third point was the introduction of an automation pressing device developed by the Finebilt Company.

NEW YORK — Eastern pressing plants met July 12. Chief item on the agenda was strategy with regard to meeting RCA Victor competition. Members discussed advisability of sending a letter to RCA Victor querying that company about its pricing in custom work. Members stated that as of press time no letter had been sent. They indicated they were waiting to ascertain the attitude of West Coast pressers.

Color Tee-Off

• Continued from page 3

and technicians, returned to Japan late last month to confer with the developers of the process. His chemist, Joseph Schulin, head of the Chemistry Department of Oregon State University, is still in Tokyo, huddling with the color disks' creators. Al Ellisworth, board member of Prinz's newly formed Colorecords, Inc., and head of the local indie pressing plant, Researchcraft, is currently on a round-the-world sales tour to present the color process to diskeries in other lands.

Prinz told The Billboard that his Colorecords firm will license the process to those firms who want to utilize it. Prinz is presy of Colorecords. Other officers include attorney Lloyd Wright as vespee; Gordon Guiberson, presy of Dallas Guiberson Tool Company, as vespee and one of the Prinz firm's principal financial backers; corporation secretary is Helen Mackie, another hacker who, according to Prinz, holds substantial oil interests in Turkey.

Process is owned by K. Saamoto, head of the Teichiku Record Company of Tokyo.

Cap Realigns

• Continued from page 3

George Lunch Jr., (lynch, former Baltimore branch operations manager was newly promoted to this district post. His successor is Gordon Furman, who served as console phone sales rep at the Baltimore branch.)

District 5: Dallas, Kansas City, Memphis, Oklahoma City, St. Louis, DSM, Peter Goyak; DOM, Harold Grogan; DPM, C. E. Jeffries.

District 6: Los Angeles, San Francisco, Seattle (which also serves Alaska); DSM, George Steiner; DOM, Wayne Tappan; DPM, James H. Thompson.

District 7 covers indie districts in Billings (Mont.), Denver, El Paso, Louisville, Salt Lake City, San Antonio and Honolulu and will be headed by district sales manager Keels. Unlike the other DSM's who report to national sales manager Bob Camp, Keels will report directly to CRDC vespee in charge of distribution Bud Schutter.

How manufacturers select records for the BIG PUSH

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b/w "Broken Dreams"

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RECORDS

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SORD Platform Blueprint

• Continued from page 3

facturers to lower the price of all singles and certain catalog LP's. (5) Dealers should work toward better return privileges, especially from indie diskeries. (6) Dealers should form local organizations and meet with distributors in their area to take up mutual problems.

'Summit' Ethics

A final and important phase of the platform was the unanimous adoption by the SORD director-

ate of a resolution framed by Fulton, N. Y., dealer, Joe Waldhorn, which called for the cessation of evils now existing in the industry and a "summit" meeting of disk industry people to adopt a code of ethics and ways and means of attaining the goal. A copy of the resolution was to be mailed to the chief execs of disk manufacturers and distributors across the nation. (For additional details on this resolution, see last week's Bill-

board and separate story this issue.) The assemblage of dealers also voted on several commendations by acclamation. First, the four major record companies were commended for adopting better return privileges during the past year. Then, the group commended Andy Anderson, of the Record Center here, for his part in being one of the plaintiffs in the protracted legal battle vs. the clubs. Anderson has already undergone the better part of a week on the stand in pre-trial hearings, which resulted in 974 pages of testimony. The final commendation was reserved for The Billboard for its help in getting SORD off the ground two years ago, and for its "unflinching support of the organization ever since," and for Billboard Music Editor Paul Ackerman, for his clear-cut and "knowledgeable presentation" of the history of the payola evil in the music business, before the Harris Committee.

Prior to the installation of the new slate, a resolution was passed to increase the board membership from 12 to 20 to effect "better geographical representation." It was also resolved that a watchdog operating committee, consisting of the president and three vicepres would be established to deal quickly with any urgent problems.

Watchdog Committee

Named as the three vicepres to serve on the watchdog group were Mickey Gensler, Yonkers, N. Y.; Dan Wootard, Chicago; and Joe Waldhorn, Fulton, N. Y. Lou Shapiro of Jersey City, N. J., is secretary-treasurer. All these will serve on the board of directors in addition to Spector, Bud Hurst, Cleveland; Harry Grosser, Florida; Gordon Darrah, Grand Rapids, Mich.; Arthur Newman, Cleveland; Mel Pratt, California; Lou Dell, Buffalo; Joe Goldberg, Washington; Peter Oppenheim, Lexington, Mass.; Bob Coghill, Dallas; Lee Rothstein, St. Louis, and Jack Seader of New Jersey.

SORD held two additional meetings during the week. On Monday (11), Mickey Gensler, an official of Dealers In Sound, Inc. (DISC), dealer buying co-op in New Jersey, presented a detailed picture of how the co-op works, including a revelation that the co-op will feature its own brand of needles. It was seen as an open effort to expand the base of the membership to include retailers from anywhere in the country. Dealers were clearly impressed by the presentation. Another feature of the meeting was a discussion and question - answering session by this writer on problems of bootlegging, and the matter of the 33 $\frac{1}{3}$ r.p.m. single.

NIGHT CLUB REVIEWS

Jovial Jonah Fans Jam Embers

Jonah Jones and his quartet have returned to the Embers in New York, and the jovial trumpet man is packing them in again at the club. Jonah hit his commercial stride at the Embers five years ago, and alto he has been back at the club innumerable times he is still the biggest draw of all the acts that play the room each year.

The capacity crowd at the dinner show on Tuesday (12) were all Jonah Jones fans, and they included young folk as well as their elders. They yelled for this tune or that, and Jonah and his quartet were constantly asked to play requests. These included such well known tunes as "Just in Time," "A Foggy Day," "Mack the Knife," "My Funny Valentine," "The Street Where You Live," and other standards. Jonah played with all smartly, coming thru with enjoyable solos, muted trumpet, and seemed to enjoy himself while doing it. With Jones this time around are Teddy Brannon on piano, John Brown on bass and George Foster on drums. They contribute a lot to Jonah's fine quartet sound.

Spelling Jonah at the Embers is the Eugene Smith Trio, with Smith featured on piano. He provides attractive, listenable music, and the trio is a good one for smaller class clubs.

★ ★ ★

Quality Jazz by Mulligan Group

Caught Friday (8) at the Village Vanguard, New York, Gerry Mulligan delivered a very impressive performance in a 30 p.m. show. Spot was completely jammed by the time the orchestra filed in. It's a large group—13 men—and one of the interesting factors of the performance is the fact that, despite its size, the orchestra conveys that feeling of intimate jazz which is expected of a small combo.

Several other points are notable about the Mulligan group. The arrangements give the effect of a fugue, the different instruments weaving a pattern with the theme. This coupled with the musicianly quality of the performance, makes for high-caliber entertainment for those who know what is going on.

In addition to the effective arrangements—which impress as linear writing—the group is also solidly blues-based, thus maintaining a basic quality. The blues numbers, too, receive considerable development, with the fugue-like effect again apparent.

The audience seemed to dig this quality jazz. Paul Ackerman,

Delfi Spurs Singles Talks

• Continued from page 3

dusty trends and problems were shaping up in their areas.

The 23-minute conversation, moderated by Randolph, was recorded. Delfi is pressing and shipping approximately 600 copies of the disk to key deejays and top distributors throughout the country. Keene plans to stage a similar conference call each fortnight, bringing in a new group of deejays each time around. He thinks he may occa-

On Tuesday afternoon (12), Larry Sockell, a factory sales rep in the disk accessory field, showed dealers the importance of "buying right" in this market, and how retailers can expand dollar volume by pushing accessories.

sionally call on leading distributors to join the long-distance "round-table." Keene is using a seven-inch, 33 disk for the conference call platter.

All labels are freely discussed during the call with no effort by Delfi to aggressively plug its line. Instead, it's handled as a service to help stimulate the singles business. Exchange ideas, Keene feels, help generate thinking among all the jockeys who receive the disk in turn will pay off in increased singles sales.

As moderator, Randolph comes prepared with several questions which the jockeys kick around. According to Keene, the first "round-table" call pulled highly favorable mail from numerous stations with station managers and jockeys applauding the idea.

Keene carefully selects individuals to be included in his call. Determining factor is to call the music policy makers at the outlets, thus bringing in program directors into the sessions with the jockeys. He estimates a cost of one thousand dollars per session, including cost of call plus pressing and mailing expenses.

Other labels have used the disk media to record company conferences utilizing it as a form of inter-office communications. This is the first time it has been used to capture current thinking of radio people in an effort to boost sales.

NASHVILLE—Robert Cooper, general manager of WSM here, home of the "Grand Ole Opry," has appointed Tom Hanserd as operations manager of the station, effective immediately. Hanserd came to WSM in 1949 as an announcer and producer of "Sunday Down South." Prior to joining WSM, he was associated with WKRM, Columbia, Tenn., and WAFB and WABC in Birmingham. In recent years Hanserd has done announcing on both WSM Radio and WSM-TV and served as producer of the station's farm program, "Noontime Neighbors."

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Experienced in record field with rack
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SALARY OPEN—BONUS PARTICIPATION



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Synthetic Plastics Sales Co.

461 Eighth Avenue

New York 1, N. Y.

Racing up the Charts!

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by

FRANK (Shake Aplenty) FRAZIER

R 502

"THE YEARS TEACH US MUCH"

b/w "On Down the Line" ZIG DILLON R 501

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NEVER ON SUNDAY

Don Costa
His Orchestra and Chorus
UA 234

THE APARTMENT

Ferrante & Teicher
with their Orchestra and Chorus
UA 231

ALL THE LOVE I'VE GOT

Marv Johnson
UA 226

LITTLE BOY BLUE

Steve Lawrence
UA 233

THE TEACHER

The Falcons
UA 229

INDOOR SPORT

Sandy Stewart
UA 232



Another Billboard Record/Phono Dealer

BRANHAM HI FI
1422 TACOMA AVE S
TACOMA 5 WASH
6320 0420

Branham Hi Fi

The retail establishment of this record/phono dealer . . .

- ... is essentially a hi-fi store
- ... offering both records and albums
- ... handles phonographs selling from \$39 to \$3,000
- ... has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

ARMBRUSTER JEWELERS
404 N WASHINGTON
CEDARBURG WISC
6320 1232

ARMBRUSTER JEWELERS

The retail establishment of this record/phono dealer . . .

- ... is essentially a jewelry store
- ... offering both records and albums
- ... handles phonographs selling from \$20 to \$400
- ... has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

SEARS ROEBUCK & CO 6320
OEHLMANN DIV B7 1240
6501 CARNEGIE AVE
CLEVELAND OHIO

Sears, Roebuck & Co.

The retail establishment of this record/phono dealer . . .

- ... is essentially a department store
- ... offering both records and albums
- ... handles phonographs selling from \$19.95 to \$499.95
- ... has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

HALON JEWELRY CO
191 MAIN ST.
MARLBORO MASS
0620 80709 C32KR 43690810

Halon Jewelry Co.

The retail establishment of this record/phono dealer . . .

- ... is essentially a jewelry store
- ... offers both records and albums
- ... handles phonographs selling from \$21.95 to \$500
- ... has been reading Billboard for more than 4 years

WHY DO SO MANY—

APPLIANCE
STORES,
JEWELERS,
MUSIC STORES,
DEPARTMENT
STORES,
HI-FI SHOPS,
FURNITURE
STORES . . .
READ
BILLBOARD

They sell records and phonographs—and turn to Billboard to keep posted on the latest developments in records and the equipment that plays them.

They order singles from Billboard . . . select the LP's to stock . . . decide on the stereo, phones and components they will carry . . . the tape recorders they will buy . . . the merchandise they will feature in their window displays and other promotions.

Most Billboard dealers have been readers for years (the average for this typical group is 8 1/2 years) because Billboard helps them buy better and sell more records and albums and equipment—and make more profit.

Billboard, in short, is an important part of their continuing fund of practical business know-how . . . a vital source of the current information that is as valuable as their stock in trade. If you make or sell anything that belongs in their stock in trade, you'll do well to advertise it in Billboard.

The Billboard

THE COMMUNICATIONS INDUSTRY
OF THE MUSIC INDUSTRY

NEW YORK
WASHINGTON
CINCINNATI
CHICAGO
ST. LOUIS
HOLLYWOOD

Another Billboard Record/Phono Dealer

SOUTHWEST APPL CO
2155 W CERMAK RD
CHICAGO 8 ILL
6320 0240

Southwest Appliance Co.

The retail establishment of this record/phono dealer . . .

- ... is essentially an appliance/record/phono store
- ... offering both records and albums
- ... handles phonographs selling from \$20 to \$500
- ... has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

GENE HI FI CENTER 0331
GENE BRANSCOME 90212
122 E TEXAS AVE 32KR
BAYTOWN TEX 060007

GENE HI-FI CENTER

The retail establishment of this record/phono dealer . . .

- ... is essentially a hi-fi store
- ... offers both records and albums
- ... handles phonographs selling from \$29.95 to \$1,000
- ... has been reading Billboard for more than 18 months

Another Billboard Record/Phono Dealer

HADDADS TV & FURN CO 064C
E J HADDAD 90626
112 MAIN ST 32
BECKLEY W VA 05640E

Haddads TV & Furniture Co.

The retail establishment of this record/phono dealer . . .

- ... is essentially a hi-fi and furniture store
- ... offers both records and albums
- ... handles phonographs selling from \$19.95 to \$500
- ... has been reading Billboard for more than 3 years

N.A.M.M. Show Hot & Cold; Reverb Fires Controversy

• Continued from page 1

and Westinghouse also have reverb equipment in the upper end of their lines. In addition a number of companies have offered, or will soon offer, reverberation kits that may be installed in current models for \$40 or \$50.

There seemed to be no middle ground on the reverberation issue. Companies with the innovation were heralding it as the great new audio discovery, akin to the first breakthrough of high fidelity and stereo invention. But firms who have not added reverberation equipment to their lines pooh-poohed the new audio find as just another gimmick. One Stromberg-Carlson spokesman summed up most of the reverb dissenters by saying: "It is just another gimmick meant to cover up the poor quality sound of inferior sets."

All members of anti-reverb faction, however, felt that should the new device catch on, especially in the currently popular "home entertainment center" instruments, they would have to go along with the trade. And many secretly confided that they thought there was a good chance of that happening.

Majors Satisfied

In general, most of the major phonograph, TV and radio manufacturers felt that their exhibits were well worth the time and the trouble that went into their preparation. Special dealer oriented promotion displays, such as the

Columbia "Spot the Speaker" content and effectively decorator-styled backgrounds, which showed specialty console numbers in an equivalent to what they would look like in the home, at the Westinghouse and Capehart displays, drew much interest.

Among the specialty novelty items, Shell Electronic's Jr. Juke Box received heavy traffic. After two days a spokesman for the company revealed that over \$100,000 in orders had been recorded. Its line of tuners and amplifiers, however, stirred little action. The Jr. Juke is a low-priced monaural record player encased in a unit patterned after the shape and size of the coin changing automatic.

Most tape machine producers found interest in their exhibits abysmally low. This, of course, was in direct contrast to the excitement surrounding their displays last year during the height of the 334 and 17 1/2 inches per second

cartridge versus tape controversy. Among the variety of panel discussions and meetings held were conclaves that urged dealers in musical instruments to cultivate the adult as an active member of the market. Another dealt with the problems of the sheet music dealer. This particular meeting undoubtedly the liveliest. Many sheet music dealers vocally aired their complaints and disapproval of publishers' policies. Still another forum urged dealers to take greater advantage of credit systems.

The Society of Record Dealers also held a meeting electing new officers and featuring guest speakers (See separate story).

Other convention events included special breakfasts, luncheons and meetings at which new N.A.M.M. officers were elected, and a banquet and ball held on the closing night at which Mory Amsterdam and Eileen Rodgers performed.

POLITICAL MELODY

Tunes to Play Big Part in Campaign

• Continued from page 1

"Looking for a Candidate" and "Just a Little White House." NBC's "Monitor" program, which carries regular half-hour news reports on last week's convention, played a minute of "There'll Be a Hot Time in the Old Town Tonight" to herald each segment. Executive Producer Mark Loeb also programmed appropriate record after the show... "Politics and Rock," "Strike Up the Band," etc.

In local radio, WNEW, New York, augmented its convention coverage with a special feature on William B. Williams' evening show, spinning tunes that were popular during previous convention years. "A-Tasket-A-Tasket" in 1958, etc. The Westinghouse Broadcasting chain has produced a special eight-minute series, "Songs for Presidents," which will be aired over all of its stations in September.

'Spoken Word' Play

Spoken word albums are getting as much play on the air as musical recordings. For example, Station WDCW, Washington, will air a 45-minute documentary, "The Men Who Made It," which will present historical highlights of previous Republican conventions and the actual voices of McKinley, Taft, and Roosevelt.

A new album, "F.D.R. Speaks," was one of the most listened-to attractions at the Democratic convention last week when it was played over the loud speaker in the Baltimore Hotel lobby.

Other theme songs associated with past U.S. presidents (or candidates for that office) include "Happy Days Are Here Again" for F.D.R., "Home on the Range" for Roosevelt; "Home on the Range" also F.D.R.; "Missouri Waltz" and "I'm Just Wild About Harry" for Truman; "I Like Ike," for Eisenhower.

Several record companies are getting into the political swing of things. Capitol Records is the foreground with its recent single release from its original-cast album "Fiorello" — "Little Tin Box" and "Politics and Rock."

To assure maximum air exposure, the label wrapped it up as part of "Get Out the Vote" drive in offering the kit to stations. Copies of "The Voter's Presidential Handbook" by attorney John Wells (on

E.M.I. board of directors) were enclosed with each platter. Idea was to provide deejays with the time to play for chatter about the election.

Other timely new single releases include "Massachusetts, My Home Town" by Linda Bowe and the Neighborhood Kids on 20th-Fox. Miss Bowe has recorded a special "Kennedy" lyric version of the song, which will be coupled with the original version, and made available to the Democratic National Committee. The tune was penned by John Redmond, who wrote "There's Nobody Finer Than Robert B. Meyner" and "It Must Be Muskie," when Muskie was elected governor of Maine.

Another topical single released last week was "Recession Blues, a Democratic Theme" (backed by "Dem-Cat") by Happy Wainwright and Charley Shinn on the Astro label.

Singles Tie-In

• Continued from page 2

page spread, and the diskery will also ship large window displays. On September 10, RCA Victor will feature the promotion on a color spot on "Bonanza," Saturday night TV show on NBC.

Another promotion also includes window display contests for both Remington Rand and RCA Victor dealers, the former competing for RCA Victor stereo phonographs and the latter for Remington Rand Travel-Riter portables.

Bill Alexander, RCA Victor advertising and promotion chief, notes that in developing the promotion, RCA Victor is offering four sales advantages designed to make the program the biggest in the singles market has ever seen: 1. Use of big artists; 2. Release of their singles during the promotion; 3. A color premium giveaway disk will not compete with the six new singles, and 4. Timing for the teen market is just right.

Much of the detail on the RCA-Victor-Remington Rand tie-up was worked on the diskery end by George Parkhill, pop advertising and promotion manager, and Carl Bosler, pop advertising and display chief. The Leonard Fellman Company is acting as liaison between the two firms.



"MONEY" HITS

"YES, NO, MAYBE SO"

BARRETT STRONG

Anna 1116

18th on The Billboard HOT R&B SIDES

40th on Music Vendor Top 50 R&B of the week

25th on Music Reporter R&B Chart

23rd on Cash Box Looking Ahead

"EVERYTHING ABOUT YOU"

TY HUNTER

Anna 1114



"MY TARI"

THE BROTHERS FOUR

"YOU WERE BORN TO BE LOVED"

BILLY BLAND

"LONESOME OLD TOWN"

JACK JONES

"I'M CONFESSIN'"

THE CLOVERS

"INDIANA WALTZ"

JACK SCOTT

"ARMEN'S THEME"

SIX ZENTHER

"I'LL TAKE ROMANCE"

from GEORGE SWEARNO'S Capital Album "WHITE SATIN"

BOURNE, INC.

(ASC MUSIC CORP.)

134 West 52nd St., New York, N.Y.

A Teen-Agers' Delight!

"DON'TCHA KNOW BABY"

CHUCK JONES

on Belle Meade

Copies available from BELL MEADE RECORDS

417 Exchange Bldg., Nashville, Tenn.

Phone: ALpine 5-6276

Billboard Spotlight Pick!

THEME FROM THE APARTMENT

Ferrante and Teicher

with orch. and chorus

United Artists 231

MILLS MUSIC, INC.

MR. BROADCASTER:

Did you know that each week the music staff of The Billboard reviews an average of 110 new popular records in order that they might select for the trade, broadcasters, distributors, dealers, music operators, etc., the best of the week's new releases?

Each week The Billboard prints its reviews of all new single records issued by record manufacturers and each week The Billboard selects the best of the new records as... **SPOTLIGHT WINNERS**...

You can now subscribe to a new service and receive each week the actual official records... **TEEN SPOTLIGHT WINNERS**... As selected by The Billboard music staff.

Shipments are made in the same week the records are announced in Billboard. Thus you can assure you and your listeners of a continuous supply of the best of the new releases at a price to fit your music budget.

Send this week to receive your initial eight weeks' shipments of popular single records from Record Source, Inc., for an introductory fee of thirty dollars. After eight weeks you can continue to receive the service of RS! for one full year (52 more weeks) for \$150.

RECORD SOURCE, INC. 533 East 46th St., New York 17, N.Y.
Telephone: YUkers 6-0155

We are enclosing our check for RS!'s Singles Service for:

\$30. Eight Weeks—Regular Mail \$168. Fifty-Two Weeks—Regular Mail \$330. Eight Weeks—Air Parcel Post \$190. Fifty-Two Weeks—Air Parcel Post

Station Call Letters _____ Attention _____

Company Name _____

Address _____

City _____ Zone _____ State _____

It is a condition of this subscription that records supplied by RS! will be used for and by broadcast personal use.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Tape Sales Burgeon At Kitt's Capital Store

• BY MILDRED HALL

WASHINGTON — The saga of Kitt's Music store, leading retailer here of tape and tape equipment, is that of a store in love with fine products, selling it with taste, imagination, vigor—and profit on a volume of sales six to seven times what it was four years ago.

Immediately at the helm of the sales of tape equipment are Manager Frank L. Flynn, whose faith in integrity of sound on tape has generally moved mountains of merchandise, and captaining the entire operation is Miss E. Frances Jones, vice-president of Kitt's Music, Inc., and the only woman ever to be elected to the NAIMB board of directors. Between them, Kitt's Washington store has twice received Retailer of the Year awards from the Brand Name Foundation.

At Kitt's no one sits and waits. Every possible source of sales, promotion and assistance, and every customer level is explored. Kitt's goes after every kind of help from manufacturers, in the way of joint promotion, sales education, seminars, live or taped, for sales meetings. Modest in size, Kitt's believes in carrying a limited number of lines, as opposed to competing by mail order, that of for anything and everything. Also, the manufacturer is more aware, and more helpful, when the small store concentrates on a few makes and sells them well.

Kitt's spearheads its sales with the prestige name of Ampex, but it also carries Viking and the Japanese line, Sony, in tape equipment. (In the record playing line, it carries Ampex, Caplating and Stromberg Carlson.)

Schools to Funicular

The store quarters every field for customers, or customers-to-be. It offers service in tape equipment to high schools, where music directors guide the next generation with the clarity, durability and fun aspects of tape for reproduction and for home recording. At the other end of the age scale, Kitt's extensive tape rental library and equipment has even found its way into the funeral home, to replace the traditional organ.

Also with the aid of the extensive tape rental library, it has gone out to service professional musicians, and offer its facilities to bands in the Army, Navy, Marine and other services, as well as to embassies wherever other officials find it can interest.

In the opinion of Manager Flynn, the best promotion for tape equipment at this stage in the development is when "one man tells another." Among the best talkers in the field are members of the electronic industries themselves. Flynn seeks out and stands ready to accommodate members of such specialized groups at the store. Flynn, who spent 12 years with Liberty Music in New York, where he supervised and sometimes designed plans of installations running into five-figure costs for the wealthy and prominent, is on hand to talk shop with electronics people. By giving, he also receives, and fresh ideas percolate to the Kitt's salesmen.

Word-of-mouth also sells the rainbow prospect of setting up one's own music library for little more than the price of the tape, once the equipment is paid for. Or while it is being paid for at Kitt's, which

offers low down payment, and long-time payments, plus every type of guarantee. Kitt's gives not only the manufacturer's guarantee, or a customer retail service warranty, but when a customer needs further assurance, there is written on the sales ticket that the equipment "must satisfy him, in his own opinion, and in his own residence."

Says Flynn, with a twinkle in his eye, "That combination of low payments and written assurance on the sales ticket is pretty hard to resist."

The Confident Sell

The sell at Kitt's is soft, but confident. Kitt's salesmen are trained never to be afraid to sell at the level of great wealth or low income. The trick is to sell both the idea that the best is only good enough, when it comes to integrity in sound reproduction. Never underestimate the buying capacity of the man with low income and high music tastes, Flynn points out. "Remember, they can always sell all the standing room at the Met," says after every big money offer. "I budget his income to buy the best equipment, while someone with wealth may look on the tape equipment as a toy, or a social item in the home decor."

Flynn strongly advises selling prospective customers on the integrity of the store and the service offered. In Kitt's view, Ampex is synonymous with leadership in tape and equipment. The Ampex outlook is never brighter, and if its promise of lower prices in the very near future are borne out, Flynn believes it will give the whole idea a new toward lower prices. This, in turn, would be followed by mass production techniques, all the more in consideration, and further lowering of price.

Price drop in a premium item is an ideal prospect, particularly for the store, which has so far been difficult to sell to the average hi-fi fan, Flynn points out. Also, the drop means the American make can come close to price equality with its closest European competitors. Grundig, Norelco and Tandberg. This will then help the salesman sell the American product, in preference to the foreign make, when retail price difference is comparatively small.

The Quality Pitch

Here is where the salesman can do his best persuading, Flynn believes. He can tell the customer the best way to buy may be expensive, but it is reasonable and within range. The best buy means quality music, and the added facilities for tape and radio programs, a whole opera, or any other type of music means a far less expensive outlay than the best way to buy. The customer would pay for a music library on records. There is no loss in quality of reproduction on tape, while the source of music is more reliable, and the salesman can also point out many other uses of the recorder—such as doubling off a letter on small-leaf tape.

Stereo broadcasting will mean good promotion for tape, Flynn believes. The machine with the source of music is already geared to the coming boom in stereo broadcasting. The listener with the recorder can get it all—for the price of the tape.

Also owners of the hi-fi recording machines and combination radio-hi-fi, et al, will keep the record industry busy for a good number of

Hi-Fi Showman Starts Audio Publication

CHICAGO—Henry Goldsmith, whose Rigo Enterprises, based here, pioneered and established the only annual travelling hi-fi show in the audio industry, this week told The Billboard exclusively that he was dumping his yearly hi-fi junkie in favor of publishing a national advertising medium serving all segs of the hi-fi industry. Goldsmith's publication, Hi-Fi Stereo Retailer, will be distributed as a Sunday supplement by a group of 12 newspapers including the Chicago Sun-Times, Boston Globe and Cincinnati Enquirer. Guaranteed circulation will be in excess of 5,000,000.

Goldsmith kicked off his first year's bid in 1955. His Rigo operation averaged about 10 showings over a weekend each year, with a high of 14 city exhibits in 1959.

The exodus of the Rigo hi-fi showing leaves the field almost barren, except for locally sponsored or Institute of High Fidelity Manufacturers' backed shows in Los Angeles, San Francisco, Chicago and New York.

Columbia Sets Stereo Quiz

CHICAGO — Dealer suggestions were directly responsible for one of the most unique exhibits put on by Columbia Phonograph at the recent NAIMB Trade Show here. According to Bill Hahn, spokesman for the firm, dealer appeals for a simplified explanation of stereo has prompted the company to set up a special "Spot the Speaker" Contest as part of their all-out "The Sound That Takes You There" promotion which they will inaugurate across the country in the near future.

The "Spot the Speaker" Contest will be keyed to individual dealerships and as many will be set up, on a travelling basis, as there are district managers.

The exhibit makes use of one continually playing Columbia output.

(Continued on page 23)

MAY RADIO OUTPUT GAINS OVER APRIL

WASHINGTON — The monthly report from the Electronic Industries Association here on radio production shows a positive gain for May over figures for April. The report shows that some 1,277,000 radios of all types were produced in May, compared with 1,230,372 produced in April, a gain of 46,717 sets.

In a breakdown in kinds of radios produced, the report shows that of these totals, 3,845 of the increase was registered by the steadily gaining FM market and 63,202 by factories turning out auto radios.

On the retail level the EIA chart shows that something less than 500 more radio sets, with the exception of auto units, were sold to consumers over the counter. The figures: May, 548,322; April, 546,839.

In years, Flynn sees tape getting the edge in homes where a customer has stereo-playing facilities for records and tape. The dual owner will always gravitate toward the tape for faithful reproduction, long life and ease of storage, Flynn believes.

NEW AUDIO PRODUCTS Points to Needle Replacement

The Astatic Needle Replacement Chart, a new 40-page catalog published by the Commercial O. Company, is separated into two distinct sections.

The first has illustrations and numbers of needle types, tip sizes, and their prices, cartridge numbers, along with the old Astatic needle number for each replacement. The second section is a cross reference guide which lists all needles presently being used and the exact number of the Astatic unit that acts as replacement. Two-tone color techniques are used throughout both sections which make for easy identification.

The inside cover contains



An Astatic Needle Identification Chart, which allows the retailer to make visual identification of the old needle by matching it with the proper sketch on the chart. Other Astatic accessories are also listed.

Space-Saving Speaker System

Small apartment and hut dwellers were the particular concern of the Fisher Company of Long Island City, N. Y., when they designed the Fisher XP-2 speaker system. The unit is considered by the company as one of the most compact three-speaker systems on the market.

The XP-2 is an adaptation of the XP-1, which was the company's first compact enclosure, and contains two eight-inch woofers and one five-inch tweeter. The cabinet is made with interlocking joints and filled with high-density



Acoustiglas to free it from panel resonance. The unit stands 22 inches by 12 inches by 11 1/4 inches and weighs 30 pounds. In unstained birch it costs \$79.50; in mahogany, walnut and cherry, \$84.50.

Arm Counteracts Tilt

A new phonograph arm designed by the Electro-Sonic Laboratories of Long Island City, N. Y., is stabilized so as to play records at almost any degree of tilt. The company says that "it cannot play upside down if the records were, as there are district managers."

The exhibit makes use of one continually playing Columbia output.

(Continued on page 23)



Electro-Sonic Laboratories' new phonograph arm designed by the Electro-Sonic Laboratories of Long Island City, N. Y., is stabilized so as to play records at almost any degree of tilt. The company says that "it cannot play upside down if the records were, as there are district managers."

Console Fits With Home Decor

The "Stuart" is one of the contemporary numbers in the line of 1961 Capehart consoles particularly designed to blend with modern or traditional home decoration. Walnut and cherry are the two wood types for the "Stuart," which is a leading member of the company's new line of home entertainment centers and which were debuted at the Music Trade Show in Chicago. The two center doors slide open and reveal a 20-inch TV receiver. The lift top on left conceals a four-speed phonograph, while the right-hand lift



panel hides an FM-AM radio. The speaker system is of the eight-way variety. The unit measures 60 inches by 32 inches by 21 inches. The list prices are \$775 and \$795.

New Tape Color Mar-Berant

The new charcoal color now being used on the Ampex 900 tape recorder has been specially slated for the market because it is resistant to flaking, chipping, the impact of heavy objects and the careless spilling of clean-ers and other liquids. The textured paint is of a vinyl compound which was developed by the Armco Service.

The new paint is not only



being used on the 900 recorder but on the 2010 speaker amplifiers as well.

'Ultra-Deluxe' Portable

The "Ultra-Deluxe" model in the Voice of Music Corporation's portable stereo line is this \$57, which features "Stereo-Matic" four-speed changer along with an optionally added auxiliary speaker. The entire unit comes in marbled blue-gray "Fabricoid." The primary unit sells for \$139.95, while the harmonized Model 162 auxiliary amplifier-speaker sells for \$49.95.



New Changer Debuts

V-M's Model 158.7 changer (pictured here) is that company's 1572 machine mounted on a base with an added 45 r.p.m. spindle speed lever. It features "Stereo-Matic" action and shuts off automatically after single record play. The unit also has a four-pole motor and plug-in tone control that receives magnetic cartridges. It sells for \$56.



Economy-Priced Console

One of the V-M line of 1961 console units in the NAMM Trade Show in Chicago is this Model 803, an economy-priced unit that is styled in mahogany. Room is provided for the company's AM-FM tuner which can be had at an extra charge. In addition, there are two built-in speakers and two three-inch speakers. It also has the company's automatic four-



speed changer. List price for the 803 is \$199.95.

General Purpose Transistor

Sylvania Electronics has come up with Model 2N464-7, an all-purpose transistor applicable for military and commercial use on the audio frequency range.

Parts, Tubes and Accessories Manual

A 375-page loose-leaf manual of Zenith parts, tubes and accessories has been issued by that company which covers something like 12 years of Zenith products in the consumer field. TV, radio, record changers and phonos are included in the book which has more than 400 illustrations. The manual is available only thru Zenith distributors and sells for a special introductory price.

Low-Cost Tape Recorders

Recordio Corporation in Charlotte, Mich., this week unveiled two low-cost tape recorder instruments. The Model 804, the American, is a monaural stop-play-record-reverse portable, featuring a single control knob. The plastic-cased model, together with microphone attachment, lists for \$89.95.

In a versatility pitch, Recordio's Model 806 offers a monaural play-record and stereo play two-speed instrument that utilizes quarter or half-track tape. The combo is built so that it can be packed into a radio, TV or stereo amplifier and available optionally is a complementing dual amplifier-speaker. The tape recorder is \$139.95, while the satellite speaker-amp is \$44.95.

2 Radios, 1 Tape Are Imports

Carrying the Hilton brand name, a tape recorder and two new radios are being distributed in this country by the Import Distributors of America, Cleveland.

The two new radio units are portable, with two transistors, earphone, antenna and battery which lists at \$14.95 and a table model that sells for \$39.50.

Also included is a two-speed tape unit that sells for \$89.95, which has a dynamic speaker that measures five inches, phono pickup plug and crystal microphone. It uses five-inch reels.

Self-Service Stylus Pack

The Transcriber Company of Attleboro, Mass., has innovated a self-service package which presents nine of the most popular diamond replacement needles in a 12-inch square package which can be displayed and sold like a standard pack.

The stylus occupies a foam rubber pad in the center of the pack which is sealed in a polyethylene sleeve. The stylus itself is encased by an acetate bubble which prevents theft.

Also included on the pack are a picture of the stylus and its cartridge with replacement instructions, cartridge number, and a list of phonos for which the stylus is best suited.

All information is believed to be so complete that it does away with the need for a catalog.

7 New Disk Cabinets Deb

LA PORTE, Ind.—Universal Woodcrafters of La Porte, Ind., this week bowed its biggest line of new record cabinets in several years with seven new models for the National Association of Music Merchants' convention. Peter Jacob, sales manager, emphasized that UW's line offers a greater price range, with list starting at \$24.95 to \$79.95.

Available in mahogany, lined oak, walnut and cherry, the Carlton at \$24.95, features V-leg construction, while the Crestwood at \$39.95 features low-boy styling. The two-piece Suburbanite offers a stacker-type cabinet in all the above finishes plus ebony at \$29.95, while the platform table, in the same finishes is a full five feet long at \$39.95. The Treasure Chest, at \$44.95, is UW's first cabinet with a storage rack on its bottom. The Sheraton is a two-tiered cabinet in five finishes featuring brass inlay and hinges at \$59.95.

High-end newcomers are the La Porteur, a two-tiered cabinet with doors featuring a rich overlay of gold woven grill and brass inlay and a Component Cabinet, with storage space for 150 LP's, a tuner, an amplifier and pull-out slot for record changer. Both sell for \$79.95.

Lansing Deb's Com'cial Line

HOLLYWOOD—James B. Lansing Sound, Inc., is entering the commercial sound field (i.e., theaters, restaurants, clubs) with a full line of its own amplifiers, pre-amps, speakers, and professional consoles for use in recording studios.

Line will be marketed thru the Graybar Electric Company. JBL will continue to market its hi-fi products thru its existing retail dealers.

Columbia Quiz

Continued from page 22

able stereo phono and 10 but wing speakers—five on each side of the phono. Each of the speakers is numbered, and any combination of two, one on each side, is hooked up to the phono. Customers are then invited to guess which two of the numbered speakers the music is playing.

Customer guesses are noted on an official entry form and dropped into a box, which is provided. At the end of the hour, the winners, depending on the amount of traffic passing the demonstration area, prizes will be awarded. These prizes, which Columbia will supply, will again be in line with what the particular dealer thinks is right for his store. Typical awards will include: One record album given away each hour; a transistor radio at the end of each day; and a Columbia stereo phono itself at the end of week.

Each of the filled-out entry forms provides the dealer with a valuable list of prospective clients. The prize will be awarded at a date given by direct mail. In addition, the exhibit will be decked out with posters and streamers.

on 20. FOX

BEAR IS BEAR IS

STORE-TESTED PROFIT POINTERS FOR DEALERS

Proper Ads Hike Phono Disk Sales

By ROBERT SCOTT

To survive, a retailer must attract new business to his store constantly. New business means new customers, and most retailers, whether they sell umbrellas or canned tomatoes, furniture polish or phonographs, are agreed that advertising is the way to attract new customers.

Granted that advertising is necessary, how much should the dealer spend on it? There is no set amount on how much you should spend," says advertising man Jack Gilbert, whose agency handles such audio accounts as Sonic Industries, Glover-Steele, Uher Tape Recorders and Robins Industries. "There are too many variables—such as the kind of store, the community, the store's location in the community, the season of the year, and the type of merchandise. Two stores located next door to each other, both selling records and phonographs, may have completely different ad budgets because of the size of their front window. Each may be advertising at top efficiency."

The Ground Rules

Gilbert does lay down some ground rules, though. "If you're starting to advertise for the first time, allocate a part of your budget—say, 10 or 15 percent of the previous year's gross—for advertising. Plan a campaign which will be consistent, but save some money for extra emphasis during peak periods when you'll need it. It's all right to cut back on occasion, but the important thing to remember is consistency. At the end of the year, you compare your gross sales for previous years. If your rate of increase has been, say, 5 percent in preceding years, your should be somewhat higher after the first year of advertising regularly. If the gross isn't up, it means your advertising has been ineffective and needs re-examination. If the sales curve is up, you can in dealer and advertiser budget each year following until you get to the point of diminishing returns."

Talat Halman, vice-president of New York's highly successful Record Hunter agrees. "We have no set ad budget. We spend what we think we need to do a job. Of course, we have a ceiling. But it's pretty high, and we have complete flexibility under it."

The question of media selection is also important, says Gilbert. "If Halman can agree. The media most commonly open to dealers, Gilbert points out, are newspapers, radio and television. "I don't believe you can sell equipment on the radio," Gilbert says, "although it may be an idea for record stores." But Halman, whose store does virtually all of its business in records, says "the only medium we can't do without is The New York Times. We've used television successfully, we use other newspapers, national magazines, and virtually every radio station in the New York area. But if we have to limit ourselves to one, it would be The Times."

"Local newspaper space men are a mine of information," Gilbert comments. "They can tell you which days of the week are best for you to advertise. They can give you pointers on what sort of people you can expect to reach, and how many of them want to read or listen to the products you're selling. They can tell you exactly what you're getting for your money. And the rates aren't as prohibitive. A full column in The Indianapolis Star, for example, costs about \$250, yet an Indianapolis

dealer hardly needs that much space to tell his story."

Record Hunter has followed another piece of advice Gilbert gives to retailers. "Wherever possible, tie in to musical events in the community. If there's a concert, make sure your advertising appears on the music page in the daily paper. If there's a movie house whose sound track is out on records played at the neighborhood theater, buy an ad on the movie page to say so." Record Hunter bought three one-minute spots on WRCA-TV in New York, between acts of the NBC Opera. "They cost about the same as our regular Sunday ads in The Times," Halman comments, "but we found that the results varied widely. It seemed to depend on how good our effort was. In one case, we got a free one-record version of 'Cavalieri Rusticana' with opera purchases. We did well on that one, but we did not noticeably do better offering one-third off only on Mozart opera on a following broadcast."

Should dealers key their ads to check pulling power? Generally speaking, it's a good idea once in a while, Gilbert feels. There are a number of different ways of going about it. Record Hunter advertises in concert programs and literary magazines, offering a special discount to readers who bring in the ad. "We've never actually tested The Times, but our customers tell us they see the ad, or they bring the ad with them," Halman explains. There are a number of other ways of testing the pulling power of the products. One is offering one newspaper, not announced elsewhere, for example.

Co-Operative Advertising

An important part of dealer advertising is the money for co-operative advertising which most manufacturers supply to assist dealers who sell appreciable amounts of their products. Jack Gilbert, who has experience with co-op advertising both from the dealer and manufacturer viewpoints, offers these suggestions: "Don't hesitate to use the co-operative ad money you get. But don't wait until you have a lot, then blow it on one big project and wait for another year before advertising. Consistency is important to you and it's important to the advertiser. One-shot ads, no matter how spectacular they are, are not good money." The manufacturer provides "a good viewpoint," Gilbert explains. "You can get mugs, glass photographs, sample radio and television spots, even coupons for ads. It pays to use the mugs to illustrate your ad, if they can add to its eye appeal. But don't use the mug in its entirety. If you do, your store loses its identity. It simply becomes a place to buy the Little Danny portable. You'll find, too, that some of the sample layouts can be extremely helpful in preparing tasteful ads. They can also give you a possible to prepare your own, the dealer will do it for you. But don't let them, except as a last resort. Believe it or not, it can do a much better job yourself, with a little practice."

What about prices in ads? "Ours are the same as the Halman comments. "We generally mention price, also we sometimes run in-stores, which don't mention it." Generally speaking, it's a good idea to mention price, the experts feel, because the public has a right to know the price. It's a frightened off. If they see the price in the ad, there's no question about it."

Vox Jox

By JUNE BUNDY

"BIKINI" STAR SCORES: Bill Rader, WERE Cleveland, and fellow jocks Carl Reese and Bob Forster, broadcast director of the Tri-State Automata in Berea, O., last week (July 7, 8, 9) during Brian "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" Hyland's engagement there. The young warbler broke the show's four-year box-office record. Also on the bill were the Craftsmen and local boy Tom King.

GAB BAG: Dick Phillips, WEVA, Emporia, Va., distributes cards reading "Help! I'm being held prisoner in a Chinese laundry. (But I can still see you this)." ... Buddy Morris, program director-deputy at KIDN, Eureka, Calif., has such a busy schedule lined up for fall and winter, that he is sending out Christmas cards now—"Let me be the first to wish you Christmas greetings this year. Right Morris."

Here's an informative hit on what it takes to become a deejay today. Jimmy Alterburg, 17, writes: "I may not be the youngest jock in the business but I bet I'm the youngest who ever managed branch radio studios with no help." Alterburg, who started in radio when he was 16 will be a senior in high school next month. His father died five years ago.

In addition to a regular Sunday deejay shift—12:15-1:15 p.m.—he manages WCCN (Newellville, Mo.) branch studios in Thorp, Wis. He also services clients: writes and produces spots and gathers, edits, writes and delivers local news from Thorp. "I commute 60 miles every Sunday for my regular shift," writes Alterburg "so the daily drive of 24 miles to Thorp seems just like a hop-skip-and-a-jump. I think you'll agree that I'm surely getting valuable and varied experience and I get paid, too. I think I'll be a real 'jock-in-the-wool' broadcaster by the time I'm 30."

THIS'N' THAT: Art Warren, music director-deejay at WCMI, Ashland, Ky., was the music co-ordinator for the station's recent airing of the "Miss Huntington (W. Va.) Beauty Pageant." ... Way is needed by Bill Maxam, who handles all rock and roll shows on CKYL, Peace River, Alberta, Can., and by Dave Rounsee, KHUB, Fresno, Neb.

CHANGE OF THEME: Bob Collins, who recently joined KAPE, San Antonio, informs us that Frank Bell has left radio to head up an insurance firm in San Francisco. ... New general manager of KPRC, San Antonio, is Richard E. Smith. ... Herb Shellen, ex-program director-deejay at WBAZ, Kingston, N.Y., has joined WHGQ, Mount Marion, N.Y.

Veteran deejay Pat Cohran, KWIC, Salt Lake City, was recently appointed music director-deejay at that outlet. He writes: "We are the original good solid album music station for this area and program good solid album sides with the better singles all the way thru." ... Northwestern University student, Monty Hoyt, has returned to KOCY, Oklahoma City, in the 3-7 p.m. time slot. ... Also new at KOCY are Tom McCoy, Stan Davis (also program director) and Bob Taylor. Bill Miller of the outlet has taken over the 5:30-10 a.m. deej. ... Bob Allen, program director of WWOW, Camarillo, O., reports that WWOW will spotlight jazz programming on weekends henceforth, and is in need of jazz albums and singles.

Bob Hale, formerly with WMAX, Springfield, Mass., is now spinning 'em on WLS, Chicago from midnight to 5:30 a.m. ... The station is starting his third year as host on a daily three-hour, half hour classic rock 'n' roll "Freewheelin' WINR, Birmingham, N.Y.

New Staffers at KSN, Portland, Ore., include Mike Phillips, and Clarence Duke. ... Reggie Lawler, formerly with WBEZ, Chicago, and WHAT, Philadelphia, is the new "Dr. Jive" at WRRL, New York, replacing Tommy Small. ... Alan Cannell, who doubles between WPDN, Wheaton, Md., and WASH, Washington, is also working on across the board mid-morning shift on WEEL, Fairfax, Va. ... Lee Harris is beginning his fourth year as emcee of "Harris Hot" on WGO-TV, Des Moines.

TEXAS: Red Jones, KILT, Houston, will broadcast his summer hours from the KILT pool and patio. ... Norton Dowsey Jr., foot of the veteran warbler) is heading KRQD, El Paso, Tex., in the midnight to 6 a.m. time slot. ... New staffer at KTHH, Houston, is Ted Gibbs. ... Larry Worrell upset to chief announcer post at KVET, Austin, Tex.

Gary De Laine has joined WFAA, Dallas. ... Latest addition to KXYZ, Houston, is Ron Elk. ... University of Houston student Gordon Smith has been added from part-time jock to full-time spinner in a night-time slot at KPRC, Houston. ... New staffers at KILT, Houston, include Bill Vance, formerly program director of KILE, Galveston, Tex., and part-time jock Skeeter Gordon, another University of Houston student.

Pat Tylman, program director of KTSA, San Antonio, is marking Pat Bryant, his "boss secretary," this week. He notes that KTSA jocks are not paid for their work, plus they have no vacation parties. The KTSA Bunny Hop, an all-day affair, recently drew 10,000 teen-agers to the Municipal Auditorium and raised money for scholarships to send two students to Trinity University.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Brian Hyland Hot on Chart Via 'Itsy Bitsy'

In three short weeks 16-year-old Brian Hyland, hailing from Woodhams, Queens, N. Y., has catapulted from obscurity to nationwide notoriety via his smash single on Leader, the Kapp Records subunit label, called "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini."

Young Hyland started singing at the age of nine in his church choir. At the age of 12 he organized a neighborhood vocal group known as the Delphis. They made a demo record which talent manager Kay Twomey heard and liked very much. Soon Hyland came to the attention of Dave Kapp, the Kapp Records presy, who signed him to a contract.

Currently, "the handsome blonde," as he is known to his friends, is a sophomore at Franklin K. Lane High School in Brooklyn.

New York

Johann Vigoda, chairman of the Copyright Committee of the Federal Bar Association, has resigned as counsel for the Warner Bros. music and record divisions to become a partner in the law firm of Rosen, Seton and Sarbin. He will continue in the representation of authors, composers, musical and theatrical enterprises. ... Irving Zaker, West Coast flack, is flipping over the action on the Strand record by Ken Karen. "You're the Only One I Love." ... Abbott Lutz, head of distributor relations for Pickwick Sales Company, is now visiting key distributors in the United States with the firm's full line of merchandise for the Design, Cricket, and Compatible Fidelity labels. ... The Skip Jacks will appear on the entire series of "Music on Ice" Show over NBC-TV each week. ... John Brindle of Atlas-Angelote labels, is happy over the sales reaction his waxing of "I Found My Baby" by the Fabulous Fahlerters is receiving. ... Cadence's Lemmy Welch hit his entire wardrobe when a fire broke out in his New York apartment last week. Welch now has a new wardrobe which he needed for his week-long appearance at the Edmonton (Canada) Fair which started yesterday (17).

Russ Carlyle and his ork will continue at the Green Room of the Hotel Roosevelt in New Orleans until August 3, then will return to Roosevelt in New York in October. ... Sneaky Stover and his combo open at the Nevada Club in Las Vegas, Nev., on August 1. ... Don Gibson will open at the Cavalier Club in Virginia Beach, Va., July 14 for two weeks. ... Orchestral, Inc., Chicago, have signed warbler Wayne Muir and the Dan Belfor ork. ... Basin Street East in New York is now running a series of weekend jazz concerts Thursday thru Saturday nights during July. Jazz will open on a regular policy in the fall. ... Erskine Hawkins and his quartet open at the Embers in New York in the fall. ... Shiloh, N.Y., will open at the Regal Theater in Chicago on July 22. ... Hiltucker Brook Bentoo is recuperating at home in New York after ear surgery. ... Jerry Valle opens at the Frolic in Revere, Mass., on July 24. ... Cannonball Adderley and his ork will open at Le Coq d'Or, in Toronto on July 18. ... Gene Krupa and his trio open at Storyville in Cape Cod, Mass., starting July 29. ... Kai Winding and his septet headed the fair at the Allen County Fair Grounds in Lima, O., August 7. ...

Boh Rolnitz

Hollywood

Veteran motion picture dance director Le Roy Prinz will produce a series of 24 musical variety films in Japan for showing on U. S. T.V. and later, to be edited into theatrical features. Music will be both Occidental and Oriental in origin.

Dot Records concluded a promotional tie-in with the Show Corporation of America on behalf of songstress Dodie Stevens. Less will be featured in the firm's nationwide ads in newspapers and magazines and will also be heard touting the sponsor's product in a heavy radio spot campaign. Tie-in is part of a Dot build-up campaign for teenage song birds. ... Label is releasing a new record of diskings of the "Dance for Belloy," the Jerry Lewis starrer. Music was composed by Schurf and Lewis for the Paramount picture. This will mark Schurf's initial appearance on the Dot label.

Johann Maza is packaging the Decades for Liberty. After wrapping up the tunes of the '20s and '30s in the respective albums, his next will treat the memorable melody of the '40s. ... Coral's Roberta Linn, currently at Las Vegas 'N' Stardust Hotel, is preparing special material for a spring tour of Europe. ... Cuban songstress Estelle Rodriguez will be handled for pick by Armstrong-Deuser, while the ABC agency will set nitery dates.

Laurie Phillips, youthful songstress recently signed by Top Records' presy Bob Byrthe, will have nitery debut Tuesday (19) here at Beverly Hills' Little Club. Since being signed by Byrthe, William Morris has added her to its stable. Label is confident it can build her into a front-runner as part of its drive to add fresh talent to its line.

Don't be surprised if Elvis Presley's swivel-top song manner graduates into a full-fledged dance. Top-selling teen-age idol's next Paramount film will be filmed in Hawaii. Producer Harry Belafonte is serious about his deal with Presley as the film in addition to his vocalizing. Pic, "Hawaii Beach Boy" will roll (Ed. Note: movietown synonym for shooting, and not to be confused with rock and roll) next spring.

Dunne Eddy has formed his own publishing firm, Dunne, Inc. ... The Lancans are back from their 22d engagement at the Hippo Club (Reno and Lake Tahoe) and are preparing their next album. ... Sam Cooke has formed Kago Music Corporation, which will embrace his two music firms (Kago Music Valley, Missouri) and his publishing firm, Sar Records, and has opened offices in the Hollywood Warner Building.

Columbia's Johnny Cash, back from a two-week European vacation, left on an eight-city six-week tour, starting in Calgary and winding up in Des Moines. He'll also hit Portland (Ore.), Salt Lake City, Syracuse, Atlantic City, Freeport (N.J.) and St. Paul.

(Continued on page 26)

Bobbettes Up on Chart With 'I Shot Mr. Lee'

The Bobbettes are: Emma Pough, 18; Laura Webb, 18; Renitha Davis, 16; Janice Pough, 16; and Hellen Gathers, 18.

The girls met and started singing together in junior high school in 1956. At first they only performed for school shows and community centers, but soon the girls entered a local TV contest where they were a prize and met James Dalley, who later became their personal manager.

Under Dalley, the girls recorded "Mr. Lee" and "Speedy," both strong chart items on the Atlantic label.

The Bobbettes' previous hit on the Triple-X label was "Oh Mein Papa." Currently they're climbing the Hot 100 with another Triple-X wax, "I Shot Mr. Lee."

YESTERYEAR'S TOPS—

the nation's top tunes on records as reported in The Billboard

- JULY 23, 1955
1. Rock Around the Clock
2. Unchained Melody
3. Cherry Pink and Apple Blossom White
4. Learnin' the Blues
5. A Blossom Fell
6. Something's Gotta Give
7. Hard to Get
8. Honey Babe
9. It's a Sin to Tell a Lie
10. Ain't No Shame
- JULY 22, 1950
1. Mona Lisa
2. Bewitched
3. Wanna Be Loved
4. Third Man Theme
5. Sentimental Me
6. Hoop-Dee-Do
7. Country Star
8. Tzena, Tzena, Tzena
9. Count Every Star
10. Old Piano Roll Blues

smash follow-up to
"MOUNTAIN OF LOVE"

HAROLD DORMAN

RIVER OF TEARS

The Tradepapers
all agree ...

"IT'S A HIT!"

RITA TOOB

BILLBOARD SPOTLIGHT (July 11)

HAROLD DORMAN



RIVER OF TEARS (Rohn, BMI) (2:10)
—The "Mountain of Love" man has a solid sequel here in an exuberant outing on a gospel-styled chant.

CASH BOX PICK OF THE WEEK

Dorman follows up his impressive hit, "Mountain of Love," with a dynamic, gospel-type rhythm display, "River of Tears," and the trade can figure another Dorman disk success. A potent beat outing to eye, NRC handles the label.

MUSIC
REPORTER
SCOOP OF
THE WEEK



NATIONAL
RECORDING
CORP.,
1224 Farwood Circle, N. E.
ATLANTA,
GEORGIA

Telephone:
CEdar 7-6408

Percy Faith
and His Orchestra

Sons and Lovers
4-41731 b/w Hawaiian Lullaby

ANOTHER
FABULOUS
SOUND
TRACK
THEME
FROM
PERCY
FAITH

COLUMBIA  **RECORDS**
THE PEOPLE'S CHOICE

"Sons & Lovers"

From Jerry Wald's
Production of
D. H. Lawrence's

"Sons & Lovers"

A Cinemascope Picture
Presented by
20th Century-Fox



FOR WEEK ENDING JULY 24

The Billboard TOP LP'S

MONO ACTION ALBUMS — on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOLD OUT Kingston Trio Capitol T 1352	13
2		2. BUTT-ON-KIND OF BOB NEWHART Warner Bros. W 1379	10
3		3. ELVIS IS BACK Elvis Presley RCA Victor LPM 2331	11
4		4. THE SOUND OF MUSIC Original Cast Columbia CL 5459	21
5		5. MR. LUCKY Henry Mancini RCA Victor LPM 2108	17
6		6. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 2726	18
7		7. ENCORES OF GOLDEN HITS Platters Mercury MM 28472	39
8		8. CAN CAN Sound Track Capitol W 3091	12
9		9. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LPM 2343	1
10		10. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LPM 4074	34
11		11. PERSUASIVE PERCUSSION Terry Snyder and the All Stars Command LP 400	14
12		12. FAITHFULLY Johnny Mathis Columbia CL 1472	27
13		13. ITALIAN FAVORITES Conni Francis M-G-M E 3791	24
14		14. IT'S EVELY TIME Everly Brothers Warner Bros. WB 1381	7
15		15. BROTHERS FOUR Columbia CL 1402	14
16		16. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSC 4006	37
17		17. BEN-HUR Rome Symphony Orch./Savins M-G-M E 151	13
18		18. LATIN A LA LEE Peggy Lee Capitol ST 1290	11
19		19. STILL MORE SING ALONG WITH MITCH Mitch Miller RCA Victor LSC 2345	23
20		20. WOODY WOODBURY LOOKS AT LOVE AND LIFE Sereaditine NW 1	20

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		21. HERE WE GO AGAIN Kingston Trio Capitol T 1268	37
22		22. THIS IS DARIN Darin Atco LP 35-115	20
23		23. REJOICE DEAR HEARTS Brother Dave Gardner RCA Victor LPM 2081	4
24		24. HE'LL HAVE TO GO Jim Reeves RCA Victor LPM 2333	9
25		25. PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 331	3
26		26. OUTSIDE SHELLEY BERMAN Verne MOV 15087	34
27		27. SING A HYMN WITH ME Tennessee Ernie Ford Capitol TAO 1352	10
28		28. LAUGHING ROOM Woody Woodbury Sereaditine NW 2	6
29		29. GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	1
30		30. GENIUS OF RAY CHARLES Atlantic LP 1312	22
31		31. CONNIE'S GREATEST HITS Connie Francis M-G-M E 3793	10
32		32. FIORELLO Original Cast Capitol WAO 1321	20
33		33. BYE EYE BIRDIE Original Cast Columbia CL 1510	1
34		34. SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller Columbia CL 1444	16
35		35. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1349	23
36		36. LIKE LOVE Andre Previn Columbia CL 1437	3
37		37. SING AGAIN WITH THE CHIPMUNKS Chipmunks/David Seville Liberty LRP 3159	5
38		38. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLEDO Morton Gould RCA Victor LSC 2345	9
39		39. STUDENT PRINCE Mario Lanza RCA Victor LPM 2339	17
40		40. RAY CHARLES IN PERSON Atlantic LP 4019	1

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN Verne MOV 15003	65
2		2. SMOOTH PASTOR, Second Track, RCA Victor LSC 1032	121
3		3. HEAVENLY, Johnny Mathis, Columbia CL 1351	44
4		4. KINGSTON TRIO Capitol T 996	57
5		5. OLIVIER BUT GOODIES, Assorted Artists, Original Sound S 001 44	44
6		6. MY FAIR LADY, Original Cast, Columbia OL 5090	224
7		7. GIGI, Second Track, M-G-M 3641 ST	107
8		8. FROM THE HUMORY I, Kingston Trio, Capitol T 1107	75
9		9. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133-116	116
10		10. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	69
11		11. KINGSTON TRIO AT LARGE Capitol T 1199	57
12		12. SMOOTH PASTOR, Original Cast, Columbia OL 4180	320
13		13. THE MUSIC MAN, Original Cast, Capitol WAO 990	125
14		14. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	52
15		15. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	79
16		16. HYMNS, Tennessee Ernie Ford, Capitol T 756	158
17		17. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	59
18		18. KING AND I, Second Track, Capitol W 740	194
19		19. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160-106	106
20		20. FILM ENCORES, VOL. 1, Mantovani, London LP 1700	121
21		21. PORGY AND BESS, Second Track, Columbia OL 5410	53
22		22. GEMS FOREVER, Mantovani, London LP 1303	72
23		23. WARMS, Johnny Mathis, Columbia CL 1078	72
24		24. PETER GUNN, Henry Mancini, RCA Victor LPM 1958	73
25		25. GYPSY, Original Cast, Columbia OL 5420	44

STEREO ACTION ALBUMS — on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. PERSUASIVE PERCUSSION Terry Snyder and the All Stars Command S 400	26
2		2. PROVOCATIVE PERCUSSION Breck Light and the Light Brigade Command S 406	26
3		3. SOLD OUT Kingston Trio Capitol T 1352	12
4		4. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 2576	16
5		5. MR. LUCKY Henry Mancini RCA Victor LSP 2198	17
6		6. SOUND OF MUSIC Original Cast Columbia KOS 3038	21
7		7. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LSC 2343	1
8		8. GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	1
9		9. KINGSTON TRIO Capitol ST 996	18
10		10. BEN-HUR Rome Symphony Orch./Savins M-G-M E 151	13
11		11. EXOTICA, VOL. I Martin Denny Liberty LST 7034	26
12		12. LORD'S PRAYER Morgana Tabor Columbia NY 406	26
13		13. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158	26
14		14. NEW ORLEANS Pete Fountain Coral CRL 7-97282	21
15		15. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	25

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		16. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLEDO Morton Gould RCA Victor LSC 2345	25
17		17. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8049	23
18		18. CONCERT IN RHYTHM, VOL. I Ray Conniff Columbia CS 8052	26
19		19. CONTINENTAL ENCORES London PS 147	22
20		20. ONLY THE LONELY Peggy Lee Capitol SW 1053	23
21		21. THIS IS DARIN Darin Atco LP 35-115	11
22		22. BILLY VAUGHN PLAYS MILLION SELLERS Dot DLP 2519	20
23		23. NEAR YOU Roger Williams Kapp KS 1112	25
24		24. FAITHFULLY Johnny Mathis Columbia CS 8159	24
25		25. 'S AWFUL NICCE Ray Conniff Columbia CS 8159	20
26		26. GYPSY Original Cast Columbia OS 2017	29
27		27. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	26
28		28. LET'S ALL SING WITH THE CHIPMUNKS The Chipmunks/David Seville Liberty LST 7132	22
29		29. LATIN A LA LEE Peggy Lee Capitol ST 1290	4
30		30. FIORELLO Original Cast Capitol SWAO 1321	26

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SMOOTH PASTOR, Second Track, RCA Victor LSC 1032	61
2		2. MY FAIR LADY, Original Cast, Columbia OS 2015	61
3		3. GIGI, Second Track, M-G-M SE 3641 ST	61
4		4. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	37
5		5. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	61
6		6. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSC 4006	35
7		7. HEAVENLY, Johnny Mathis, Columbia CL 1352	43
8		8. KINGSTON TRIO AT LARGE Capitol ST 1199	46
9		9. STRAITS VALLIES, Mantovani, London PS 118	45
10		10. BOOGIES: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Benning), RCA Victor LSC 2226	59
11		11. BLUE HAWAII, Billy Vaughn, Dot DLP 251465	42
12		12. MUSIC MAN, Original Cast, Capitol SWAO 990	50
13		13. BACHMANNHOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355	39
14		14. KING AND I, Second Track, Capitol SW 740	48
15		15. GEMS FOREVER, Mantovani, London PS 106	49
16		16. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	38
17		17. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	32
18		18. PETER GUNN, Henry Mancini, RCA Victor LPM 1958	59
19		19. QUIET VILLAGE, Martin Denny, Liberty LST 7122	35
20		20. FILM ENCORES, VOL. 1, Mantovani, London PS 124	55

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
2. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433
3. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST
Assorted Artists, RCA Victor LM 6074
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LM 2455
7. ARTHUR FIEDLER CONDUCTS A BOSTON POPPS CONCERT (EVERYTHING BUT THE BEER)
Boston Pops Orchestra (Fiedler), RCA Victor LM 6082
8. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
10. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

STEREOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
2. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
3. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
5. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LSC 2455
6. TCHAIKOVSKY: 1812 OVERTURE: RAVEL: BOLEBO
Morton Gould Orchestra, RCA Victor LSC 2345
7. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
8. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
9. ARTHUR FIEDLER CONDUCTS A BOSTON POPPS CONCERT (EVERYTHING BUT THE BEER)
Boston Pops Orchestra (Fiedler), RCA Victor LM 6082
10. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

BEST SELLING
LOW PRICE LP's
(List price \$2.98 or less)

STEREOPHONIC

1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6609
2. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 6609
3. 101 Strings Play the Blues
101 Strings Stereo Fidelity SF 3500
4. Ebb Tide
Frank Chacksfield Richmond S 30978
5. Silver Screen
101 Strings Stereo Fidelity SF 7000
6. Concert Under the Stars
101 Strings Stereo Fidelity SF 6070
7. East of Suez
101 Strings Stereo Fidelity SF 12300
8. Hawaii in Stereo
Leo Addeo RCA Camden CAS 510
9. Quiet Hours
101 Strings Stereo Fidelity SF 10200
10. The Music Man
Various Artists Lion SL 70091

MONOPHONIC

1. Soul of Spain, Vol. 1
101 Strings Sonmaster P 6609
2. 101 Strings Play the Blues
101 Strings Sonmaster P 3500
3. Soul of Spain, Vol. 2
101 Strings Sonmaster P 6609
4. Ebb Tide
Frank Chacksfield Richmond S 30978
5. Silver Screen
101 Strings Sonmaster P 7000
6. Good Housekeeping Reducing Off the Record
101 Strings Sonmaster P 10200
7. You Do Something to Me
Mario Lanza RCA Camden CAL 457
8. John McCormack Sings Irish Songs
101 Strings RCA Camden CAL 450
9. Perry Como Sings Just for You
101 Strings RCA Camden CAL 449
10. Concert Under the Stars
101 Strings Sonmaster P 6609

BEST SELLING
POP LP'S

1. Because They're Young
Dionne Diadd Jamie J-306
2. Sing Along With Mitch
Mitch Miller Columbia EPB 11601
3. For the First Time
Mario Lanza RCA Victor EAP 4344
4. Kleptomaniac
The Beatles Capitol EAP 1199
5. Hurray
Tennessee Ernie Ford Capitol EAP 1-1818
6. Nearer the Cross
Tennessee Ernie Ford Capitol EAP 1-1005
7. Let's Have a Go
The Beatles RCA Victor EAP 4357
8. Spirituals
Tennessee Ernie Ford Capitol EAP 1-8181
9. Confettier Ballade and Trol Songs
Guy Robinson Columbia EPB 15491
10. Fandango
Johnny Mathis Columbia EPB 14231

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

MUSIC FROM CIRCUS OF HORRORS

Garry Mills; Mule Matheson. Ork. Imperial LP 9129
—This album, with music from the flick "Circus of Horrors," features the smash single "Look for a Star" as sung by Garry Mills. The rest of the music, composed by Franz Reizenstein and Mule Matheson, is a melange of circus music, Strauss-type waltzes, bolero items, etc., but it is exciting and melodic enough to interest all those who see the flick. Attractive cover will help sales, too.

EYDIE IN DIXIELAND

Eydie Gorme, ABC-Paramount ABC 343—The thrush is at her dynamic vocal best in this package of exuberant Dixieland favorites. The tune line-up—all eminently spinnable—include "When the Saints Go Marching In," "Mississippi Mud," "Basin Street Blues," and a particularly sock rendition of "Bill Bailey."

PATTI PAGE SINGS AND STARS IN ELMER GANTRY

Mercury SR 60260. (Stereo & Monaural) — This is a different Patti Page, but a mighty good one nonetheless. It features Patti in an album of religious music, many of which she chants in the flick "Elmer Gantry." The main item in the flick, which is also on this disk, is "On My Way," an interesting spiritual effort. Other tunes include revival items such as "Shall We Gather at the River," "When the Roll is Called Up Yonder," "Throw Out the Life Line" and "Onward Christian Soldiers." A strong album for the thrush.

MORE SONGS BY RICKY

Ricky Nelson, Imperial LP 9122 — This handsome double-fold package album (featuring a huge fold-out insert color photo of Nelson and a flock of candelis) has sock-dippable value. Nelson warbles with easy charm on a group of great standards and a few originals. Tunes include "Make Believe," "When Your Lover Has Gone," "Again," and "Time After Time."

SUMMER SCENE

Frankie Avalon, Chancellor CHL 5911 — Here's a new one that's bound to make a healthy dent in the business, one with a special prize contest for buyers who write the best answers to the question, "The song I like best in Frankie's album is . . . because (in the usual 25 words or less). Beyond this obvious attraction, the set contains a flock of nice summery ballads by the chanter which should please his many partisans the most. Smart packaging.

— Bond

BALLET FOR BAND

Frederick Fennell; Eastman Wind Ensemble, Mercury SR 90256. (Stereo & Monaural) — Arrangements of three colorful and exciting ballet works for performance by hand come off with outstanding success. The Eastman Wind Ensemble previously recorded only works written for band, but this excursion into arrangements should achieve major public success. They do a vivid job on such brilliant works as the wild and diabolical ballet music from "Faust," the tuneful Rossini - Respighi "La Boutique Fantasque," and "Pineapple Poll" — derived from the popular scores of Gilbert and Sullivan operettas. A safe dealer recommendation as a gift set for almost any age.

— Children's

AROUND THE BLOCK, AROUND THE WORLD

Arthur Malvin RCA Victor LY 100-A fine idea well-executed offers children an international sing-along of typical and lovely folk and popular songs of 13 nations. Phonetic pronunciations as well as English lyrics of each are printed on the LP jacket. A little narration between songs heightens the interest and gives the parents a little background. This is the kind of item that enables kids to have a lot of fun while learning. Parents are apt to enjoy this disk as much as children.

(Continued on page 31)

ALBUM COVER

OF THE WEEK



ELMER GANTRY—Sound Track Album. United Artists UAL 4064/AS 5669. The highly billed movie should make this attractive package a white cover a strong and timely display item for counter and window.

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Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ LET'S GET LOST

Johnny Nash, ABC-Paramount ABC 334 — This is a fine new album for Johnny Nash. The clever choice of his attractive warbling with strong performance on a job of standards, over excellent arrangements by Sid Feller. The tunes include "Let's Get Lost," "Together," and "The Love Nest." Many of them could be listed as singles. Fine cover will aid sales.

★★★★ EYDIE AND STEVE RING THE GOLDEN BELLS

ABC-Paramount ABC 311 — Mr. and Mrs. Steve Lawrence (Eydie Gorme) sing together and separately on a group of great oldies with evocative backing by Don Costa. The pair's first LP was a solid success and this one should meet similar sales acceptance. Selections include "Ain't Nothin' But the Good Times," "Crown Eyes," and a strong duet on "Who Wouldn't Love You." Fine jockey wax.

★★★★ THE PASSION OF PARIS

Libby Moore and His Orchestra, Time 33065, (Time & Wrenn) — This double-disc package has strong appeal for stereo fans in excellent sound quality; while Moore's melodic instrumental treatments of familiar European themes should please fans of libby arranged continental music. Tunes include "Domino," "Pigade," "Autumn Leaves," and "Beyond the Sea."

★★★★ THE BEAT BEHIND THE MILLION BELLERS

Phonogram France and His Orchestra, ABC-Paramount ABC 331, (Stereo & Monaural) — Drummer Francis, who has performed on

scores of single records, lays down a good beat for his big band complement on a bright, swinging set of danceable material, all well-arranged. The "million sellers" idea is something of a misnomer, with such items as "Lili Lili Lili," and "Song of the Islands" included, but you'll also find "This Nasty Was Mine," and "Fiddle in C." Sharp Minor." Fine listening in the big band tradition.

CLASSICAL ★★★★★

★★★★ DUTCH AT ST. SULPICE

VOLUME 3 (FRANCE) VOLUME 4 (HACB)

Mercury SR 90130, 90131, (Stereo & Monaural) — Here are two more extraordinary albums featuring organist Marcel Dupre at the Church of St. Sulpice in Paris in the summer of 1919. One of these new LPs features the music of Cesar Franck, and the other six Bach Choral Preludes. The recording is excellent and Dupre's performance is impeccable. Good wax for organ fans.

★★★★ WIENERWALZER PAPRIKA

Philharmonic Hungarian (Dionisi). Mercury SR 9019, (Stereo & Monaural) — Romantic, schmaltzy waltz favorites are wrapped up in lushly melodic symphonic rock treatments by Daniel. Scores appeal to collectors of Strauss-style waltz material. Waltz, "The Skirted Waltz," etc.

★★★★ BRAHMS: SYMPHONY NO. 4 IN E MINOR

Victorian Symphony (Wallenstein). Audio-Fidelity FCS 30401, (Stereo & Monaural) — A powerful reading of the Fourth Symphony, with Wallenstein bringing out the nobility and high seriousness of the work. Excellent engineering, resulting in quality sound. Informative notes by Paul Affholder.

★★★★ ROMANTIC OVERTURES

Philharmonic Orchestra (Gibson). Angel S 3754, (Stereo & Monaural) — For the dealer with the buyer looking for a lot on hand, this package is unusually attractive. The overtures include "Hansel and Gretel," "A Midsummer Night's Dream" (spelled incorrectly, as Mendelssohn wrote it), "Ruslan and Ludmilla," "Prince Igor," and "May Night." Humperdink, Mendelssohn, Glinka, etc., are represented. Fine performance, and superb, beautiful cover.

★★★★ TCHAIKOVSKY: ROMEO AND JULIET

Philharmonic Orchestra (Soy Markovitch). Angel S 3648, (Stereo & Monaural) — Here's one that certainly won't disappoint from dealers. Two of the very favorite romantic, lyrical orchestral works of Tchaikovsky.

(Continued on page 41)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 29

Sound

HI-FI A LA ESPANOLA



Rhythm & Blues

FOUND LOVE



Jimmy Reed, Vee Jay LP 1022 — Jimmy Reed, one of the country's top r.b. singers, will please his many fans with this new album. It features the blues chanter singing some of his biggest hits, including "Baby, What You Want Me to Do," and "Found Love," as well as "Going By the River," "I'm Nervous," and "I Ain't Got You." Real blues, with a strong beat and fine harmonica work.



SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Jazz

NEW SOUND FROM ITALY

The Basso-Valdambriani Octet. Verve MGVS 6152, (Stereo & Monaural) — That jazz is no longer a domestic art is indicated by the swinging performances here by the Basso-Valdambriani Octet, a group of Italian jazz cats. They not only dig the modern sound but they play it with style and taste. The set includes originals of which "Peter of April" and "Fata Morgana" are best, and even a swaying reading of "Indiana."

Classical

BELSHAZZAR'S FEAST; PARTITA FOR ORCHESTRA

Sir William Walton; Philharmonic Orchestra & Chorus. Angel S 35691, (Stereo & Monaural) — "Belshazzar's Feast" is rightly regarded as one of the truly outstanding works for chorus and orchestra of this century. This is an authoritative performance, conducted by the composer, with many thrilling moments such as the male chorus' dynamic rendering of "Mene, mene, tekel upharsin," which should thrill even the uninitiated. Coupled is Sir William's diverting "Partita for Orchestra," a trenchant and witty composition strictly for career listening.

ATCO'S NEW HITS!

PAUL
EVANS

MICKEY,
MY LOVE

b/w
LONG GONE
6170

THE
HOLLYWOOD
FLAMES

DEVIL OR
ANGEL

b/w
DO YOU EVER THINK
OF ME
6171

TONY
BARA

RAMBLIN'

b/w
LONG GONE MARE
6172

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THE NATION'S TOP TUNES

HONOR ROLL OF SONGS

TRADE MARK REG.

FOR WEEK ENDING JULY 24

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

This Week	Last Week	Tune	Composer-Publisher	Weeks Chart
1	1	ALLEY-OOP	By Francis—Published by Kamin-Mercer (BMI)	6
2	2	I'M SORRY	By Self—Published by Champion (BMI)	6
3	3	EVERYBODY'S SOMEBODY'S FOOL	By Kater & Greenfield—Published by Aldon (BMI)	8
4	4	BECAUSE THEY'RE YOUNG	By Schroeder-God-Cosca—Published by Columbia Plac (ASCAP)	7
5	8	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	4
6	5	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Inst (BMI)	5
7	19	TELL LAURA I LOVE HER	By Ray-Ratcliff—Published by Marks (BMI)	3
8	9	THAT'S ALL YOU GOTTA DO	By Jerry Reed—Published by Lowery (BMI)	4
9	13	LOOK FOR A STAR	By Anthony—Published by Harner (ASCAP)	4
10	6	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	12
11	7	PAPER ROSES	By Spiceman-Torre—Published by Fanchell (ASCAP)	11
12	11	A ROCKIN' GOOD WAY	By Benson—Published by Eden (BMI)	6
13	15	PLEASE HELP ME, I'M FALLING	By Hank Locklin—Published by Ron-Jungnickel (ASCAP)	4
14	17	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	3
15	23	IT'S BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance-Peckinik—Published by Pines (ASCAP)	2
16	10	BURNING BRIDGES	By Scott—Published by Sage & Staal (SESAC)	10
17	16	WONDERFUL WORLD	Published by Kays (BMI)	8
18	20	IMAGE OF A GIRL	By Clancy-Rosenberg—Published by Eldorado (BMI)	2
19	18	MY HOME TOWN	By Aska—Published by Sparks (BMI)	6
20	26	THERE IS SOMETHING ON YOUR MIND	By McNeely—Published by Fife (BMI)	2
21	14	LOVE YOU SO	By Holten—Published by Maxavilla (BMI)	11
22	25	WALKIN' TO NEW ORLEANS	By Domino-Brooks-Gentry—Published by Travie (BMI)	2
23	28	PENNIES FROM HEAVEN	By Burke-Johnston—Published by Sash-Jay (ASCAP)	2
24	—	JOSEPHINE	By King-Brown—Published by Feist (ASCAP)	1
25	—	FINGER POPPIN' TIME	By Hank Ballard—Published by Wino (BMI)	1
26	—	HEARTBREAK (IT'S HURTIN' ME)	By Thomas-Holmes—Published by Ramon (BMI)	1
27	18	HAPPY-GO-LUCKY ME	By Evans-Rosen—Published by Fanchell-Lyle (ASCAP)	8
28	27	JEALOUS OF YOU	By Menes, Harper and Matherson—Published by H. B. Marks (BMI)	7
29	—	MISSION BELL	By Michael—Published by Bamboo (BMI)	1
30	—	TROUBLE IN PARADISE	By Smith-Kneat—Published by Winston (BMI)	1

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BRITISH Newsnotes:

Continued from page 8

kl's visit is primarily a delayed honeymoon as Mrs. Mark Shaw, but the found time to do at least one hit show.

BBC-TV will run a new series of Sunday spectaculars, "Showtime," weekly for six months from September 25, as opposition to A.T.V. Palladium show, which will go out about the same time on the commercial web. The BBC has already got three headliners for its show: Anne Rogers, current star of the London "My Fair Lady," for the first show; Carmen McRae for November 13 and Alfred Drake for sometime in October. Drake will telecast his show during August at the end of his current European holiday visit.

Carmen McRae will make her British television debut in what will be her second tour. She opens in London October 23 and there will be here between three weeks. Ernestine Anderson appears here for the first time for about a month from August 22. Dakota State is also due in the fall.

During her visit this month, Judy Garland will cut an album at the BBC's London studio, backed by Norman Panaman and his orchestra. Panaman, a noted conductor and arranger, is manager of the British Columbia label. The Garland LP, tho, will be issued thru Capitol, of course.

Recording on foreign soil can be profitable on a two-way basis. Marty Warty's new chart entry a revival of the 1925 composition "Angry," was waxed in New York in April. The session was supervised by Chuck Stone for the S. S. release on Epic, and by Wilde's British outlet, Philips. This looks like Warty's first single. "Angry Boy" clicked on both sides of the Atlantic at the beginning of the year.

Then there is Garry Mills' "Look for a Star" (Parlophone). Released here many weeks ago, it only began to move last week after the song's U. S. success. This week it jumped no less than 12 places to No. 111 . . . "Do You Mind?" the other British song in the U. S. charts, was a No. 1 hit here by Anthony Newley on Decca before American release. Its composer, Lionel Liner, now has very successful musicals in London—"Fings" and "Oliver." The latter is attracting a lot of attention for U. S. managements and seems certain of a Broadway production. British Decca has recorded the original cast album of the show and it has a spate of singles of the hit numbers.

One of the several surprises in this week's charts is the appearance of Elvis Presley's first single on LP, "Elvis Is Back!" in the singles chart at No. 20! This sort of reaction makes up for the comparative lack of staying power of Presley's first single. . . . For the second successive time, an Everly Brothers single has made the top three of this week's issue. "When Will I Be Loved?" (on London from Cadence) is No. 17, shoring the spot with Brian Hyland's "Do Do Biki." . . . Buddy Gree's "Lady Is a Tramp" single, after a long time, has broken through to No. 22, sharing the same spot with the Kaye Sisters' "Popeye." "Popeye," which is showing slow progress. . . . Pat Boone returns to the charts with "Walkin' the Floor Over You," at No. 26.

This week, Philips released Doris Day's "The Blue Train," which has been covered on Oriole by Les De Lyon; Johnny Desmond's "Hawk," which has been recorded by Danny Rivers (Rank); and a coupling by Mel Tormé on "White Christmas" and "Lovely Bunch of Coconuts" from a Torma "Sings British" al-

bum recorded three years ago in London. . . . British Decca releases include the Browns' "Lonely Little Girl," "Because They're Young," Pat Domlo's "Walkin' to New Orleans," and Mary Johnson's U. S. single, "Ain't Gonna Be That Way" b-w "All the Things You Are" (all on London); Billy Williams had the solar Coral release, "I Cried for You," and there was nothing new on the Warner mark.

The EMI group released the Sarah Vaughan Roulette coupling, "Ooh, What a Day" b-w "My Dear Little Sweetheart." The Columbia HMV was the Frankie Avalon pair, "Where Are You?" b-w "Tuxedo Junction," and the Crests' first release for the label, "Trouble in Paradise." There was nothing from Capitol, Rank had the Brooks Brothers with covers of "Please Help Me, I'm Falling" and "When Will I Be Loved." Also released on the home market for the first time (it had already been available for export) is the Freddy Cannon coupling of "Chattanooga, Shoe Shine Boy" b-w "Boston." . . . Pye's new issues included Gary Miller (Parlophone), Ginny Arnell (British Brunswick) and the Danish duo Nina and Frederik (Columbia). The latter coupling is Paul Aska's "My Home Town."

There have been several versions of "Carnival," one of the big numbers from the award-winning film, "Black Orpheus." It is done by John G. Miller (Parlophone), Ginny Arnell (British Brunswick) and the Danish duo Nina and Frederik (Columbia). The latter coupling is Paul Aska's "My Home Town."

Looking up old friends from his days in the London "Guys and Dolls" show, the British actor, Peter Onley, has become one of the stars in Granada-TV's "Variety Show" August 3. The same show will also include the British actor, Peter Onley, and the British Forces Network, which serves our troops in Germany in the same way as AFN, celebrates its 15th birthday August 29.

Fontana, the affiliate of Philips, launched the group's first range of low-price pop LP's July 13. They are called the Fortissimo series and retail at \$3.15—about the average for low-price series from the major firms. The first batch consisted of 10 albums, featuring Liberace, Sammy Kaye, Jimmy McPartland, and lesser-knowns.

Italian News

Continued from page 6

likely that Italian TV will hit the big-time with an all-out competition such as Britain has with the BBC.

Gian Carlo Menotti's "Festival of Two Worlds" is considering issuing an annual LP which would contain the best of his recent highlights of each year's event at Spoleto. It has just been completed its third year. . . . Jack Hammer, who describes himself as "a poor man's Sammy Davis" has just opened a long-term engagement at the Casina Della Rose in Villa Borghese, Rome, where he will perform during the Olympic period. . . . Having completed his American tour to voice his latest RCA recordings, he has once more turned over the leadership of his quintet to fellow Neapolitan, G. G. G. Di Giacomio, drummer, Carosone will continue, hereafter, as a record executive. . . . Tony Dallara has left the Music label for a new house in which he will participate in ownership.

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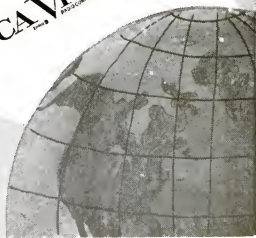
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**A LEGEND IN
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FOR WEEK
ENDING JULY 24

The Billboard HOT 100

★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.

Ⓢ Indicates that 45 r.p.m. stereo single version is available.

TITLE	Artist, Company	Record No.
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★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.

[S] Indicates that 45 r.p.m. stereo single version is available.

 Indicates that 33 1/2 r.p.m. stereo single version is available.

TITLE	Artist, Company	Record No.
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1	2	3	6	I'M SORRY	Brenda Lee, Decca 31093	34	27 27 37	THEME FROM THE UNFORGIVEN	Dino Dotti, United Artists 221	68	76 81 89	THERE'S A STAR-SPANGLED BANNER	WAVING SOMEWHERE, NO. 2 (THE	4			
2	1	2	3	ALLEY-DOO	Hollywood Argyle, Lata 4900	35	40 50 61	IS A BLUEBIRD BLUE	Conway Twitty, M-G-M 12911	69	74 82	—	JOHNNY FREEDOM	Johnny Horton, Columbia 4188			
3	3	1	1	EVERYBODY'S SOMEBODY'S FOOL	Combs Francis, M-G-M 12899	36	58 80 85	QUESTION	Lloyd Price, ABC-Paramount 10133	70	— 90	—	HEARTBREAK (IT'S HURTIN' ME)	Joe Thomas, ABC-Paramount 10123			
4	6	11	23	ONLY THE LONELY	Ray Orbison, Monument 431	37	42 75 81	THIS BITTER EARTH	Disch Washington, Mercury 71637	71	81 93	—	DO YOU MIND	Andy Williams, Cadence 1381			
5	4	4	5	BECAUSE THEY'RE YOUNG	Diana Eddy, Janie 1156	38	52 90 96	DON'T COME KNOCKIN'	Fan Clancy, Imperial 5479	72	75 78	—	MY TANI	Brothers Four, Columbia 41673			
6	7	6	17	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093	39	46 56 73	LOOK FOR A STAR	Billy Vaughn, Dot 16196	73	85 95	—	I SHOT MR. LEE	Robbette, Triple-X 164			
7	5	9	15	MULE SKINNER BLUES	Fendermen, Seena 1137	40	56 62 78	LOOK FOR A STAR	Garry Niles, Imperial 5674	74	82	—	BE BOP-A-LULA	Everly Brothers, Cadence 12880			
8	10	20	36	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1288	41	73 92 95	FEEL SO FINE	Johnny Preston, Mercury 71651	75	77 83 87	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5366				
9	12	22	40	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7165	42	37 42 48	I'M GETTIN' BETTER	Jim Reeves, RCA Victor 7156	76	62 48	—	DOWN YONDER	Johnny and the Heartbeats, Big Top 2636			
10	20	59	—	IT'S BITSY TEENIE WEENIE YELLOW	Polka Dot Bikini	43	66 86 92	STICKS AND STONES	Ray Charles, ABC-Paramount 10110	77	59 58 63	BAKUO BOY	Jim and NEM, Kapp 335				
11	9	10	7	A ROCKIN' GOOD WAY	Disch Washington and Brook Benton, Mercury 71629	44	— — —	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7177	78	97 100	—	OVER THE RAINBOW	Deanna, Mohawk 116			
12	8	8	11	MY NOME TOWN	Paul Anka, ABC-Paramount 10106	45	38 21 10	SWINGING SCIENCE	Bobby Rydell, Cameo 179	79	85 91	—	ONE BOY	Joanne Summers, Warner Bros. 6137			
13	21	31	46	WALKIN' TO NEW ORLEANS	Fate Domino, Imperial 5679	46	51 41 41	SOMETHING HAPPENED	Paul Anka, ABC-Paramount 10106	80	47 55 55	—	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			
14	17	43	53	IMAGE OF A GIRL	Safrole, Edo 161	47	31 34 42	ONE OF US (WILL WEEP TONIGHT)	Paul Potts, Mercury 71639	81	87 98	—	TOO YOUNG TO GO STEADY	Combs Francis, Warner Bros. 5159			
15	14	16	24	PLEASE HELP ME, I'M FALLING	Frank Lortie, RCA Victor 7072	48	45 49 51	CLAP YOUR HANDS	Benn-Narks, Nead 5017	82	— — —	—	PLEASE HELP ME, I'M FALLING	Rusty Draper, Mercury 71654			
16	13	5	2	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151	49	55 61 65	HEY, LITTLE ONE	Dorsey Bennett, Epi 2619	83	92	—	HOT ROD LINCOLN	Charles Ryan, Four Star 1733			
17	18	12	12	WONDERFUL WORLD	Sam Cooke, Kapp 5212	50	60 67 72	WHERE ARE YOU	Frankie Avalon, Charisma 1051	84	79	—	I'LL BE THERE	Bobby Darin, Atco 6167			
18	28	33	71	JOSEPHINE	Bill Black's Combo, Hi 2023	51	39 28 27	MACK THE KNIFE	Ella Fitzgerald, Verve 10399	85	86 96	—	SECOND MONTEYMOON	Johnny Cash, Columbia 41767			
19	11	7	4	BURNING BRICKS	Jack Scott, Top Rank 3481	52	35 17 9	GOOD TIMIN'	Jimmy Jones, Col 9067	86	89	—	DOWN THE STREET TO 301	Johnny Cash, Sun 343			
20	15	15	16	ALLEY-DOO	Diana and the Expressions, Madison 136	53	36 38 43	TRAIN OF LOVE	Ametrie, Vata 399	87	— — —	—	—	—			
21	22	24	13	LOVE YOU SO	Red Holden, Decca 1358	54	48 51 39	ALL I COULD DO WAS CRY	Ella Jones, Argu 8399	88	90	—	—	—			
22	25	35	66	LOOK FOR A STAR	Garry Miller, Liberty 92641	55	41 26 18	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663	89	90	—	—	—			
23	16	13	8	PAPER ROSES	Ashla Bryant, Carlton 818	56	65 47 34	LOVELY WEEWEEKS	Charles Rich, Philps	90	— — —	—	—	—			
24	26	29	32	PENNIES FROM HEAVEN	Shylent, Calter 137	57	43 32 26	DING-A-LING	Bobby Rydell, Cameo 179	91	98	—	—	—			
25	34	79	100	MISSION BELL	Donna Brooks, Epi 3018	58	69 71 77	WAKE ME, SHAKE ME	Bobby Rydell, Cameo 179	92	— — —	—	—	—			
26	57	68	74	TROUBLE IN PARADISE	Crest, Cood 831	59	— — —	VOLARE (NEL BLU DI PINKO DI BLU)	Bobby Rydell, Cameo 179	93	50 39 22	—	—	—			
27	24	23	20	JEALOUS OF YOU	Combs Francis, M-G-M 12899	60	94	—	IN MY LITTLE CORNER OF THE WORLD	Ashla Bryant, Carlton 818	94	96	—	—	—		
28	53	60	64	FINGER POPPIN' TIME	Frank Ballard and the Midlighters, King 5361	61	80	—	(YOU WERE MADE FOR) ALL MY LOVE	Jackie Wilson, Brunswick 55167	95	— — —	—	—	—		
29	19	14	14	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 388	62	44 36 28	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Epi 885	96	67 54 57	—	—	—	—	—	
30	32	37	68	LOOK FOR A STAR	Dore Hawley, Dore 854	63	68 69 79	I CAN'T HELP IT	Adam Wade, Cood 836	97	— — —	—	—	—	—	—	
31	33	46	80	THERE IS SOMETHING ON YOUR MIND	Robby Marchan, Fire 1023	64	64 66 76	BAD MAN BLUNDER	Klemperer Trio, Capitol 4376	98	— — —	—	—	—	—	—	
32	30	19	21	(WON'T YOU COME HOME) BILL BAILEY	Robby Dore, Epi 6167	65	71 76 83	IS THERE ANY CHANCE	Marty Robbins, Columbia 41684	99	54 63 50	—	—	—	—	—	
33	23	25	29	RUNAROUND	—	66	63 65 75	ALL THE LOVE I GOT	Mary Johnson, United Artists 226	100	— — —	—	—	—	—	—	—

BUBBLING UNDER THE HOT 100

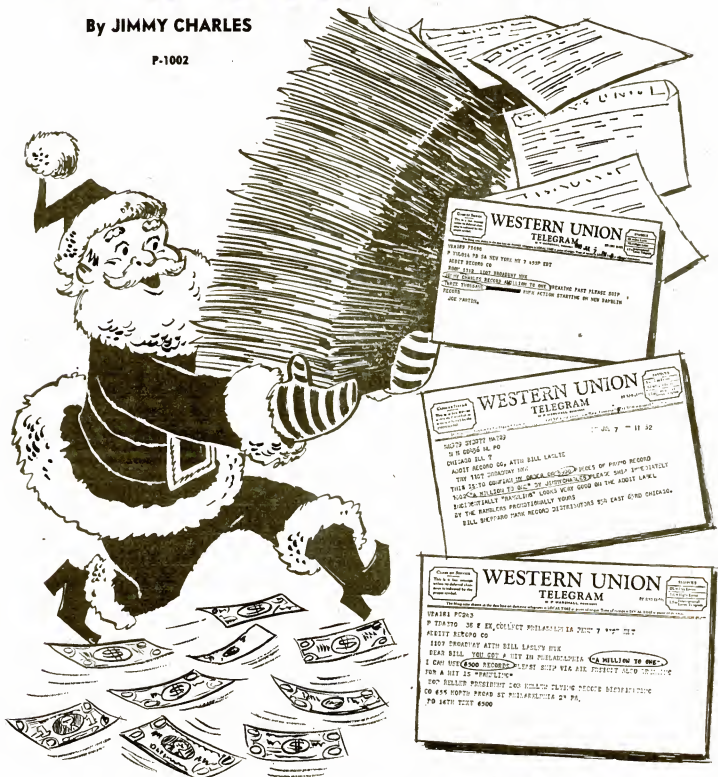
(Continued on page 37)

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Reviews of THIS WEEK'S SINGLES

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Continued from page 35

Pop Talent

JOE JONES

I LOVE YOU STILL (Ron, BMI) (2:15)—YOU TALK TOO MUCH (Ron, BMI) (2:21)—Joe Jones, a lad with a style somewhat on the order of Lloyd Price, comes thru with a strong recording of two interesting sides here. Top sides has a blues orientation and the flip is a bouncer. A singer to watch. **Rite 972**

Spiritual

THE STARS OF FAITH

IN THE UPPER ROOM (Parts 1 & 2) (Savoy, BMI)—Sparked by the great lead singer Marlon Williams, the Stars of Faith come thru with a thrilling recording of the fine spiritual. Side 1 is lyrical, Side 2 is intense. **Savoy 4142**

★ ★ ★

VERY STRONG SALES POTENTIAL

BOB CRUBE

*** **Silhouettes — WARWICK 353** — From the album, "Kaleidoscope," this is a pretty song. Arrangement uses violin, choral voices in a suggestive way, and a lighter beat. (Rogers, BMI) (2:25)
*** **Let's Get Serious — Swingy and relaxed in the mood here. Arrangement uses chords and violin tastefully. (Comet, ASCAP) (2:13)**

THE UNTOUCHABLES

*** **Goodnight, Sweetheart, Goodnight — (Atlantic) 14-7**—The Untouchables, who have had some of the best, come thru with a song more listenable than the big one of a few years ago. The string backing adds to the effectiveness of the vocal. **Potent was (Arc, BMI) (2:13)**

*** **Viable Lee — Bright singing is sung with rhythmic effects by the boys over wild organ support. Also a mighty good. Both sides have a chance. (Circus, BMI) (1:45)**

TOMMY STONE

*** **These Are the Things You Are — CAPITOL 4602** — A pretty song put an arrangement with a haunting quality. Chatter is abetted by chords and fine instrumental work. (Bertie, BMI) (2:57)
*** **The Old Days Back — Rhythmic and a touch of swingy steering from hip triplets. Displays with it. (Cout, ASCAP) (2:40)**

RAY STEVENS

*** **Sequester Prison of the Yuletide — NRC 057** — A moving r&B, novelty — Reminiscent of "Achy-Coop" — is charged with strong impact by "Tommy-stamped." (Lowery, BMI) (2:43)
*** **Who Do You Love — Penetrable melody by Stevens and a strong vocal. A very r&B. (Lowery, BMI) (2:02)**

LARRY COLLINS

*** **Star of the Moment — COLUMBIA 41727** — Pounding bass and standard guitar work by young Collins make this an instrumental side. **Spinnable. (Vee, BMI) (2:10)**

*** **The Rebel — Johnny Young — From the TV theme, this is a strong guitar solo treatment. Merits spins. (D. Wit, BMI) (ASCAP) (1:39)**

SAM HANCOCK

*** **So I Keep Telling Myself — DECCA 31121** — Hancock comes with feeling and soul on pretty ballad. Does market appeal. (Diana, ASCAP) (2:40)
*** **Reinvented — Effective vocalizing on blues on whistled behind by nice chorus work on backing. (Miler, ASCAP) (2:45)**

RAYMOND LEFFREY

*** **Never on Sunday — JAMIE 1161** — The duo (a recent Spotlight) from the Greek motif of same title, already getting action on other versions, receives a taste full Continental-style instrumental recording. Displays with it a suitable for nice programming. (Chappell, ASCAP) (2:38)

THE IVY THREE

*** **Yael — SIELL 720-A** — A rocker with a moody lyric. Numerous album copies for the attention of the best side. (Savoy, BMI) (2:09)

*** **Was Judy There — This is a twist ending of a ballad. (Savoy, BMI) (2:15)**

MAKADOPPOULOS

*** **Never on Sunday — PALITTE 1127** — This is another strong recording of the catchy tune from the Greek folk, this also has a lead change and a strong vocal and a style, and if the song breaks, this version will share coins. (Batem, BMI) (2:09)

*** **Yano — An interesting novelty is sung and played mostly by the rock and chorus here. However, this is really a B side. (Zodiac, BMI) (2:13)**

★ ★ ★

GOOD SALES POTENTIAL

ROBERTA SHERWOOD

*** **My Heartache Baby — DECCA 31122** — Featuring rendition of the sentimental standard. Solid juke and juke. (Chapman, BMI) (2:09)
*** **Saloon — More cryal/love song here with the emotional touch. Harmonious dirty is sung by canny and singing waltz with tongue-in-cheek sales waltz. (Old, Wit, BMI) (ASCAP) (2:10)**

*** **Saloon — More cryal/love song here with the emotional touch. Harmonious dirty is sung by canny and singing waltz with tongue-in-cheek sales waltz. (Old, Wit, BMI) (ASCAP) (2:10)**

THE CHECKERS

*** **Let Me Come Back — FEDERAL 1237** — Excellent deep-seated chanting by lead singer and group on catchy r&B. Lyrics are the best. (Day & Co, BMI) (2:40)
*** **White Cloth of Dover — Stylized reading of lead and group on busy r&B. Versions of the latter World War II theme. (Shapiro-Bernstein, ASCAP) (2:16)**

BOBBY REED

*** **Rock on the Spot — DOT 1611** — A bright swinger is handled with emotion by the chatter helped by a girl's group. (Trio-Bygones, BMI) (2:21)
*** **The Monkey's Wedding — Bobby Reed is the star of a monkey's wedding. It is a bachelorette on this novelty. It has a strong, strong moves. (Trio-Bygones, BMI) (2:20)**

*** **Never Let Me Go — Litterable ballad is sold smartly here by the chatter over luscious support. Flip is stronger.**

THE POLITICIANS

*** **Little Red Rose — CAPITOL 4939** — Intend to criticize with the political version, this is a cute and winning hit. (Fennell, BMI) (2:45)
*** **Polite and Piker — Another side from "Fennell," by the original cast, who also has political overtones. Either side can pick up some in the weeks to come. (Sun, BMI) (2:45)**

*** **Polite and Piker — Another side from "Fennell," by the original cast, who also has political overtones. Either side can pick up some in the weeks to come. (Sun, BMI) (2:45)**

JERRY COLLISMAN

*** **Run-Run Baby — CHRISTY 131** — Terry Collisman bows on the new label with an instrumental recording of a swinging novelty. Chorus's style is derivative, but the song does deserve exposure. (Rambert, BMI) (2:39)

*** **Go Ask Your Mama — A good kind of teenage material received a lumpy performance from the chatter, who are singing and talks the lyrics here. It is backed by the chorus and pounding beat. (Rambert, BMI) (2:39)**

JERRY LORDAN

*** **It's a Worry — CAPITOL 4189** — Jerry Lordan is a B-side, who is a side rock rockabilly of his own clapping. He chants with style and he gets good vocal by the rock and chorus. (Globe, BMI) (2:11)
*** **Who Could Be Braver — The British chatter is a B-side, who is a side rock rockabilly of his own clapping. He chants with style and he gets good vocal by the rock and chorus. (Globe, BMI) (2:11)**

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JACK LEMMON

*** **Theme From the Apartment — JERRY LEMMON 1127** — A strong and attractive title from his latest hit movie is a pleasing related piano piece. (Globe, BMI) (2:39)
*** **Flamingo Flamingo Bird — Tantalizing, swinging theme is handled lightheartedly with solo treatment by Lemmon. Spinnable side from his recent album. (Vee, ASCAP) (2:39)**

THE STRONGMEN

*** **Heracles Unchained — LINDA 101** — A strong piano and guitar work with this instrumental side titled after new movie. Dual market appeal. (Pades, BMI) (2:32)

*** **Heracles Unchained — Same tune on the flip. (Pades, BMI) (2:32)**

KIMBALL COLEMAN

*** **What a Day — COVER 607** — (Pades) 1127 — Kimball Coleman is a strong and attractive title after new movie. Dual market appeal. (Pades, BMI) (2:32)

*** **What a Pretty Little Girl You Must Have Been — Wonderful recording by Coleman on attractive oompah rockabilly. (Tuford, BMI) (2:18)**

ERNIE ANDREWS

*** **There Was Dreams for Sale — MERCURY 7164** — Wonderful, intimate vocalizing by Andrews on attractive ballad. Merit spins. (Vee, BMI) (2:37)

*** **You're a Memory — Romantic rockabilly is sung with expressive singing by Andrews. (Ghearing, ASCAP) (2:27)**

DANNY STATION

*** **The Battle of the Pantheon — ALMA 101** — A novelty, telling the story of the battle of the Pantheon. Merit spins. (Vee, BMI) (2:30)

*** **A Pair of Hearts — A bouzouk item, with strong, rhythmic and fresh melody. (Rambert, BMI) (2:30)**

JERRY VALE

*** **My Beloved — Columbia 41732** — Attractive ballad is sung with rich vocal quality by Vale, with lush backing. Fine melody work. (Columbia, ASCAP) (2:40)

*** **No Moon at All — Haunting duet is sung with sincerity and heart. Nice juke side. (Vee, BMI) (2:30)**

*** **Heartless One — CHRISTY 131** — A strong and attractive title after new movie. Dual market appeal. (Pades, BMI) (2:32)

THE SAVOYS

*** **Heartless One — CHRISTY 131** — A strong and attractive title after new movie. Dual market appeal. (Pades, BMI) (2:32)

*** **Heartless One — CHRISTY 131** — A strong and attractive title after new movie. Dual market appeal. (Pades, BMI) (2:32)

MORTY CRAFT

*** **Theme From the Untouchables — CAPITOL 4939** — From the highly rated TV series, this is a big-selling instrumental, reading, emphasizing percussion. (Fennell, BMI) (2:45)

*** **Polite and Piker — Another side from "Fennell," by the original cast, who also has political overtones. Either side can pick up some in the weeks to come. (Sun, BMI) (2:45)**

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tempo, the quartet asks the question implicit in the title. A lively side, tasteful in sound and instrumental arrangement. (World, ASCAP) (2:32)

*** **For You For Me Forever — A strong piano and guitar work with this instrumental side titled after new movie. Dual market appeal. (Pades, BMI) (2:32)**

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★ ★

MODERATE SALES POTENTIAL

LINDA BOWE

*** **Tease Me — The Best Cream Mix — FOX 212** — Pleasant novelty is sung with a strong piano and guitar work. (Novelty, ASCAP) (2:08)

*** **Manacled, My Home Here — Bright thrashing by the gal on okay tune about the night. (Continued on page 39)**

"GO AHEAD"by
BILLY MIRANDA

Chess 957

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Chicago 16, Ill.**JONI JAMES**sings
'WE KNOW'
K-12895

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SOMETHING

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Roland Stone

1953

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Ike Cannon

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DAVE 'BABY' CORTEZ

CLOCK #1024

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SAY YOU SAW IT IN**THE BILLBOARD!****FOLK TALENT & TONES**

By BILL SACHS

Around the Horn

Pee Wee King typewrites that the package comprising Minnie Pearl, himself, Redd Stewart and band, with the Collins Sisters and Donnie Wille, is playing to bonanza business at the fairs, with a string of strong fair dates still in the offing. The unit ran into rain at Harry and Eleanor Smythe's Buck Lake Ranch, Angola, Ind., July 10. The group plays the fair at Peoria, Ill., Tuesday and Wednesday (19-20), and follows with Farmer City, Ill., 21; Martinsville, Ill., 22; Louisville, 23; Columbia, Ky., 26; Paris, Ill., 28; and Oneil, Ill., 30. King has just closed a deal with Syd Nathan, of King Records, for June Scott, of Milwaukee, to cut two sides for the label. One side, "Private Property," was penned by King and Stewart, with the flip, "After Tonight," written by Cliff Parman and Doc Shapiro, of Tulsa, Okla.

Entertainer-deejay Merle Kilgore has taken a three-month leave of absence from WFLA-TV, Ann Arbor, Mich., to try his luck on the road. He's currently in search of manager. . . . Recently signed to recording pact by Happy Hearts Records, Wayne, Mich., are the Silver Notes, "Do You Know My Name" and "Life's Journey"; the Huron Valley Boys, heard over WTVB-TV, Ann Arbor, Mich.; WEXA, Royal Oak, Mich.; and WPON, Pontiac, Mich., and the Country Gospel Singers, a quartet-singing duo. . . . Aubrey Davenport, leader of the Huron Valley Boys, is on the mend following a recent operation and the group is expected for a two-week tour of Alabama starting in September.

Hank Thompson, under the personal management of Jim Halsey, is routed as follows through October 23: Fort Carson, Colo., July 21; Albuquerque, N. M., 22; Framingham, N. M., 23; Pueblo, Colo., and Colorado Springs, Colo., 24; New Orleans, La., 26; Mobile, Ala., 28; Newport, Ark., 29; Oklahoma City, 30; Bladen, Neb., August 3; Fullerton, Neb., 4; Hill City, Kan., 5; Fairbury, Neb., 6; Oberlin, Kan., 8; La Crosse, Kan., 9; Trinton, Mo., 10; Colby, Kan., 11; Independence, La., 13; Auburn, Kan., 14; Larned, Kan., 16; Sylvan Grove, Kan., 17; Russell, Kan., 18; Cheyenne, Kan., 19; Emporia, Kan., 20; Plattine, Neb., 22; Stockton, Kan., 26; Hoinington, Kan., September 5; Enid, Okla., 6; Ponca City, Okla., 16; Concordia, Mo., 17; Bentonville, Ark., 23; Newport, Ark., 29; Jeffersville, Kan., 30; Cain's Ballroom, Tulsa, Okla., October 1; and the Texas State Fair, Dallas, October 8-23.

Wanda Jackson is set for Hagerstown, Md., July 22; Richmond, Va., 23; Easton, Pa., 24; Ruchel, N. J., 25; Luray, Va., 31, and Jefferson, Mo., August 1. . . . Just off the presses is Bill Tyler's first 45, Bandiera Records, "Westonland Blues." According to Bernice Harville Jr., Bandiera boss, it's ideal way for a jockey who like a little country bummer to mix in with the weepers. . . . George Hamilton IV, former pop singer who is now a rock and roll star on "Grand Ole Opry," scribbles that he has a new country release coupling "Before I Was Born" and "I'm Not a Star" by Roy Drusky, and "Loneliness All Around Me," penned by Roger Miller. . . . The latter may lead a straight country sound on both sides, with steel guitar backing by Pete Drake, of Nashville. Country

Jockeys who failed to get a copy may obtain one by dropping a card to Hamilton at Station WSM, Nashville.

Bill Hall, Beaumont, Tex., artist manager and indie record producer, waxes excitedly over the new Mercury releases by Johnny Preston, Red Bernard and Benji Barnes, and urges us to keep an eye out for new ones by Jivin' Jack and Johny Allan, also on Mercury. Hall also reports that through Bobbi Jo, Glenn Wells and the Blends and Jimmy Nall have just cut their first wax for the United Artists label, with releases due out soon. . . . Kenton, Carl Blankenship, of KOLS, Pryor, Okla. Tossed your last new release in the wastebasket. Couldn't read it. You need a new ribbon. . . . Jim Reeves rounds out his July bookings with stops at West Union, O., July 23; Longview, Tex., 28; Dallas, 29; San Antonio, 30, and Odessa, Tex., 31.

Smiley Monroe, of KTYM,inglewood, Calif., while spreading and operating his talent shows in the territory, info that KTYM-TV has Ann Arbor Western Jamboree, sponsored by the Southern California Gas Company, at Greenville Park, Independence, June 25, the event pulling more than 7,000 people. Among the c.d.w. personalities on hand for the occasion were Joe and Rosie Mayhew, Fiddler's Kate, Lyle Frizzell, Freddie Hart, Carl Belew, Carl Butler, Conway Copps, Benny Barnes, the Peasos Kid, Lucky Carson, Jay Stewart, Dick Miller, Fred Maddox, Sam Masters, Tom Tally, Billy Mick, Cliff Crawford, Skip Hammer, Jim Zydell, Tex Williams, Bonnie Sloan and Sheets McDonald.

With the Jockeys

DeeJays may obtain a sample of Bill Carter's newest release on the Showboat label, "Pony Express" b.w. "You'll Never Know," at 257 Broadway, Cal. . . . "Pony Express" tune has been picked as the official theme song for the Pony Express rerun from Sacramento, Calif., to St. Joe, Mo., July 19, and Carter is slated to sing the number on a nationwide TV book-up direct from the centennial celebration in Sacramento. . . . Bill Bough is putting in five nights a week at the Palace Lounge, Aurora, Ill., while prepping his new platter show, "Manchance Party," for its bow on WKDD, Aurora, August 15. Bill's boss, Russ Salter, promises that if the new c.d.w. platter sells clicks, he will pipe it to his two other stations, WBEL, Beloit, Wis., and KCLN, Clinton, Ia., both 5,000-watt.

Gordon Brown, former c.d.w. platter jock at WNBH, New Bedford, Mass., has taken a new post at WNAO, Boston, and requests that the disc series discontinue servicing him in New Bedford as the station there no longer programs c.d.w. Big G's new release, "who handles publicity and promotion for Andy Doll and the latter's Ad Records, Delwin, Ia., is mailing out Andy's new release, "Boogie Walk" b.w. "Yamkee Rouner." If you're mired in the mailing, a call to Big G's will fetch you a sample. . . . Hal Howard, who pipes five hours of country music a day over WYLA, Springfield, Ala., has a new one going for him on the Rebel label. It's titled "I'm a Happy Song." "Have copies will matter," typewrites Ray G. Hargrett, WPNN program director.

The Billboard
HOT C & W SIDES

FOR WEEK ENDING JULY 24

TITLE, Artist, Company, Record No.

ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO

WEEK ON CHART

1 1 1 PLEASE HELP ME, FIM FALLING, Hank Locklin, RCA Victor 7492.....20

2 2 2 ONE MORE TIME, Ray Price, Columbia 41590.....16

3 3 3 ADOBE AND BEYOND, Buck Owens, Capitol 4337.....20

4 4 1 EACH MOMENT SPENT WITH YOU, Ernest Ashworth, Decca 31085.....7

5 5 12 SOFTLY AND TENDERLY I'LL HOLD YOU IN MY ARMS, Louis Armstrong, Decca 31095.....3

6 11 2 THAT'S MY KIND OF LOVE, Helen Humes, Egan 2033.....9

7 8 14 A LOVELY WOOD OF ART, Jimmy Newman, MGM 12894.....5

8 15 20 ALABAMA, Cowboy Copas, Sindy 501.....3

9 16 15 TOP OF MY FINGERS, Bill Anderson, Decca 31092.....5

10 16 15 THE PICTURE, Ray Goodney, Saver 3021.....4

11 9 5 LEFT TO RIGHT, Kitty White, Decca 31065.....14

12 7 10 5 YOUR OLD SHOE TO ME, Ferny Young, Capitol 4351.....15

13 17 13 WHOLE LOT THE WINE, Charlie Walker, Columbia 41633.....10

14 11 8 I HATE YOU TO GO, Jim Reeves, RCA Victor 7643.....33

15 19 --- ANYMORE, Ray Drusky, Decca 31109.....2

16 13 9 WHY I'M WALKIN', Showboat Jackson, Columbia 41591.....16

17 23 21 HONEY TUNE GIRL, Lorella Lynn, Zero 107.....5

18 --- MILLER'S CAFE, Hank Snow, RCA Victor 7748.....1

19 10 4 JUST ONE TIME, Deni Snow, RCA Victor 7690.....20

20 14 13 10 REASONS OF MY HEART, Johnny Cash, Columbia 41518.....15

21 12 6 7 HE'LL HAVE TO STAY, Jeanne Mack, Capitol 4368.....12

22 30 --- MULE SKINNER BLUES, Fennema 1137.....2

23 22 15 BABY ROCKED HER DOLL, Frankie Miller, Sindy 496.....9

24 20 24 LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Sall, Saver 3022.....9

25 --- 22 JOURNEY, MY LOVE, Wilma Lee and Stony Cooper, Hickory 1118.....7

26 --- THE LONG WALK, Bill Leatherwood, Country Jubilee 539.....2

27 24 19 10 TOO MUCH TO USE, Cal Blevins, Decca 31086.....6

28 --- I'M GETTING BETTER, Jim Reeves, RCA Victor 7756.....1

29 --- GETTIN' OLD BEFORE MY TIME, Merle Kilgore, Sindy 497.....1

30 --- ONE OF HER POOLS, Paul Davis, Decca.....1

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EXCELLO 2180

MISS YOU SO

ROSCOE SHELTON

EXCELLO 2181

NASHBORG RECORDS

Nashville, Tenn.

Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Rank	Weeks on Chart	Weeks on Chart
1. PAPER ROSES (Pambill)	1	8
2. HELL HAVE TO GO (Central Songs)	4	21
3. MR. LUCKY (Southgate)	3	13
4. THEME FROM A SUMMER PLACE (Wimark)	6	23
5. CATHY'S CLOWN (Acuff-Rose)	2	7
6. BECAUSE THEY'RE YOUNG (Columbia)	5	5
7. THE OLD LAMPLIGHTER (Shapiro-Bernstein)	10	12
8. STUCK ON YOU (Glady's)	8	9
9. THE SOUND OF MUSIC (Williamson)	7	23
10. CLIMB EVERY MOUNTAIN (Williamson)	11	30
11. GREENFIELDS (Montclare)	12	17
12. MISTY (Oclave)	9	11
13. DO-RE-MI (Williamson)	13	30
14. IT'S BITSY TEENIE WEEENIE YELLOW POLKA DOT BIKINI (Pincus)	—	1
15. HELL HAVE TO STAY (Central Songs)	15	7

Plenty Dealers Digging Singles

Continued from page 2

Goodly? But my single customers are not like that. When they ask for a record, they want it, and they'll even pay list price for it." This dealer, and a number of other smaller dealers checked in New York generally had no quarrel with their singles business, also they all would have liked to see it bigger. But their complaints about LP business were many. Not only the fact that manufacturers sold cut-outs at 50 cents and 75 cents, but that they allowed discount houses to sell them without calling them discounted or cut-out merchandise. And the fact that manufacturers didn't seem to care at what price their LPs were sold by discounters, even the cream merchandise. The dealers also objected to manufacturers bringing out albums of previously released singles that had once been hits. "These LPs cut off my sales of old or hard-to-get single hits," complained one dealer, "and this used to be a real profit-item for me." (Some dealers in New York have been getting \$2 and \$3 for old

single hits, especially old rock and roll hits.)

The singles business, it is estimated by the Harry Fox office, is off about 30 per cent from what it was 18 months ago. This refers to individual single sales rather than industry volume. A hit that would sell 1,000,000 back in 1958 would probably sell about 700,000 today, according to this reckoning. Yet the singles business is far from dead, as is attested by the current top-selling "Tiny Tim's" album. As a matter of fact, the entire singles business has picked up the last fortnight.

In addition, many stores are doing good business with the record-packs, the four or five record packages consisting usually of cut-out disks and selling at a list of 98 cents. What these smaller stores point up is that today's singles business is not to be written off lightly, even if albums are getting a larger share of dollar volume.

M-G-M Debs Fall Program

Continued from page 2

paign is also in the works, which will focus on variety-tuneful markets, such as the audiophile, teen, mood buyers, etc.

Among the album highlights were new sets by Connie Francis, Joni James, Jaye P. Morgan, Harry James, Conway Twitty, Mark Dinning, Clyde McPhatter, Maurice Chevalier, Rosemary Clooney, the late great Hank Williams, Tommy Edwards, Ray Ellis, David Rose, and such maestros as Ormandy and Robert Szold.

Another feature is a series of

five instrumental "spectacular" albums, devoted entirely to such instruments as brass, accordions, harmonicas, harps and percussion. All emphasis was placed on the parent M-G-M line, with no new subsidiary label product announced or included in the plan.

The new program was presented in the auditorium of the hotel with all key executives taking part. Such swinging a.k.a. cats as Ray Ellis, Jessi Kaye, Jim Vienneau and Eddie Heller also took the opportunity to make individual pitches for their own creations.

Connie Francis, who had been expected to take a recess in her Hollywood pitch - making to make the Dorado scene, was unable to break away from the West Coast, but the artist roster was well replenished by Conway Twitty and Mark Dinning. Danny Valentino, who also was expected, failed to show. A cable received from the reception center at Fort Dix, N. J., explained that the young charter had been sworn into the Army Wednesday evening (13).

On the social side, in addition to dinners poolside and various sponsored parties, Conway Twitty hosted all the distributors' wives in a special one-day visit Friday (15) to nearby St. Thomas, V. I.

The Billboard

HOT R & B SIDES

FOR WEEK ENDING JULY 24

TITLE, Artist, Company, Record No.

Rank	Weeks on Chart	Weeks on Chart
1. 2 1 1 A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629	9	
2. 1 4 6 THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	6	
3. 8 12 15 THIS BITTER EARTH, Dinah Washington, Mercury 71635	5	
4. 6 3 2 WONDERFUL WORLD, Sam Cooke, Keen #2112	7	
5. 5 7 12 STICKS AND STONES, Ray Charles, ABC-Paramount 10188	4	
6. 11 18 — HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122	3	
7. 3 5 3 ALLEY-OOO, Hollywood Argyle, Lulu 5095	6	
8. 19 — QUESTION, Lloyd Price, ABC-Paramount 10123	2	
9. 10 14 — I'M SORRY, Brenda Lee, Decca 31093	3	
10. 27 — A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	2	
11. 7 8 4 EVERYBODY'S SOMEBODY'S POOL, Connie Francis, M-G-M 12899	8	
12. 28 — WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	2	
13. 12 10 14 FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	8	
14. 4 2 7 ALL I COULD DO WAS CRY, Etta James, Argo 5359	12	
15. 20 25 17 MADISON TIME, Ray Bryant, Columbia 41628	15	
16. 13 13 11 THINK, James Brown and Famous Flames, Federal 12370	8	
17. 23 — IF YOU'RE LONELY, Anita Laurie, De Luxe 6189	2	
18. 30 — PARTIN' TIME, B. B. King, Rock 346	2	
19. 25 22 22 BECAUSE THEY'RE YOUNG, Duane Eddy, Janis 1156	4	
20. — 24 16 HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356	4	
21. 9 6 5 DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	16	
22. 21 — MACK THE KNIFE, Ella Fitzgerald, Verve 10209	6	
23. 16 30 — BIG BOY PETE, Olympics, Arnon 595	5	
24. 14 17 — YOU'VE GOT THE POWER, James Brown and the Famous Flames, Federal 12370	6	
25. 26 20 20 WAKE ME, SHAKA ME, Coasters, Alca 6168	4	
26. 18 21 — EVERYTHING ABOUT YOU, Ty Hunter, Anna 1114	3	
27. — 27 18 LOVE YOU SO, Red Holman, Donna 1315	9	
28. 17 — 28 DON POU POU DON (Part 2), Jessie Hill, Mimi 607	11	
29. 15 9 9 LONELY WIDES, Drifters, Atlantic 2062	7	
30. 22 16 19 PAPER ROSES, Anita Bryant, Carlton 528	6	

"IF I CAN'T HAVE YOU"
by
ETTA AND HARVEY
Chess 1760



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ORIGINAL



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BY THE

IVY THREE



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Shocket Named

Continued from page 2

terfeiter. Talmadge opined the association's efforts "can be measured in the noticeable reduction in traffic of phony records."

He also noted that many manufacturers and distributors have reported that the general improvement in business in the past few weeks can be attributed in part to a curtailment of illegal records in circulation. "By putting a spotlight on the individuals involved," said Talmadge "ARMADA is making real progress in cleaning up the situation."

Reviews and Ratings of New Albums

Continued from page 31

★★★★ VERY STRONG SALES POTENTIAL

looky are matched with the powerful timbre of Murray's baritone and the fluid harmony. The performance is delightful and the cover drawings are done with taste and imagination. Despite the heavy concentration of other versions, this should do business.

***** SCHUMANN: SYMPHONY NO. 3** (E.F.M., Mervyn Starr) — A very satisfactory performance of the heroic Schumann Symphony No. 3, performed by the Philharmonia Orchestra, under the baton of Carlo Maria Giulini. The recording is first-class. In addition to the symphony, the album also contains the "Maschen" Overture. Excellent cover will help attract sales.

CHILDREN'S ★★

***** BEDTIME STORY SONGS** — Kurt Kaudern. Golden GP 52 — A delightful set of great children's songs in both songs and narration style. The featured performer is Kurt Kaudern and he performs in a manner calculated to catch any child's ear. The record selections include "The Lady Duckling," "The Pied Piper," "Sleeping Beauty," and "Goldilocks." An excellent buy that can sell.

***** HOLIDAYS** — Tom Glazer, RCA Victor LY 181 — Children of pre-teen ages should enjoy this collection of songs celebrating the major holidays right into the year, with a birthday

song along as a bonus. A humorous narration provides some pleasant historical background on each event. Folk singer Tom Glazer does an attractive job, backed by an orchestra conducted by Tony Monaco.

INTERNATIONAL ★★

***** HORA** — Dracul Zorac Trompe, Elektra EKI 186 — The hora, that colorful and energetic dance, is featured in the latest Elektra LP by the popular Dracul Zorac Trompe. The trio, with the help of a big biggily supported by Dora Seltzer and Miroslav Kragulj, swing with style into the songs with verve and enthusiasm. A 12-page booklet is included with each disc, providing the texts of each song and explicit instructions on how each selection can best be danced to.

SPOKEN WORD ★★

***** AT THE HUNGRY 3** — Orson Bess. Fantasy 709 — Comedian Bess, a sardonic, "young W. C. Fields" type, has built a following of his via his Jack Paar TV appearances. Funnest him on this LP are from his racy set — including his satirical impressions of a Chinese waiter, a U.S. Marine, and a black and white skit about a U.S. Marine and a black and white skit about a U.S. Marine and a black and white skit about a U.S. Marine. Strong addition to the field. Inset from M magazine feature gives picture and explanatory possibilities.

★★★★ GOOD SALES POTENTIAL

POPULAR ★★

***** MY MILLION SMILERS** — Larry Clinton and His Orchestra. Everest 5504 — This LP will take many listeners back to the great band days. Here are performances and tunes associated with Clinton, some are his originals, some he adapted, all are excellent. "Over Double," "Tribute to Ray," "My Revere," "Sweet Talker a Hello," etc. Good sound.

***** THE FANTASTICS** — Original Cast. M-G-M E 3678C — The off-Broadway musical received good reviews when it opened last May, and should do well on the LP. The cast includes time-tested leadoffers Tom Jones' brilliant and clever and Harvey Schmidt's music. Excellent performance, but undoubtedly carry more visual than audio appeal.

***** MIVOSHI** — Mitsuo Iwasaki. Mercury AT 46123. (Stereo & Monaural) — The sweet-voiced Japanese throat singer with expressive sound and warmth as a group of vocalists, including "You Make Me Feel So Young," "My Heart Sound Like," "The Can't Take That Away From Me," etc. Effective Japanese. Delightful cover photo of play-bill mms.

***** RICHARD THE LION HEARTED** — Dick Meyer and His Orchestra. Mercury 48 0695. (Stereo & Monaural) — Dick Meyer provides pleasant up-tempo music of a group of strong, solid, and catchy—"That's for the Lion," "Rock Back in Town," "Surrender to Me," etc. Excellent performance for Jack in this spinable package.

***** JAN AUGUST PLAYS GREAT PIANO HITS** — Mercury 48 0619. (Stereo & Monaural) — August traces some memorable piano hits of the past on this package of superb keyboard solos. Side include interpretations of Bach's "Air," "Gavotte," "Minuet," "No. 1," "No. 2," "No. 3," "No. 4," "No. 5," "No. 6," "No. 7," "No. 8," "No. 9," "No. 10," "No. 11," "No. 12," "No. 13," "No. 14," "No. 15," "No. 16," "No. 17," "No. 18," "No. 19," "No. 20," "No. 21," "No. 22," "No. 23," "No. 24," "No. 25," "No. 26," "No. 27," "No. 28," "No. 29," "No. 30," "No. 31," "No. 32," "No. 33," "No. 34," "No. 35," "No. 36," "No. 37," "No. 38," "No. 39," "No. 40," "No. 41," "No. 42," "No. 43," "No. 44," "No. 45," "No. 46," "No. 47," "No. 48," "No. 49," "No. 50," "No. 51," "No. 52," "No. 53," "No. 54," "No. 55," "No. 56," "No. 57," "No. 58," "No. 59," "No. 60," "No. 61," "No. 62," "No. 63," "No. 64," "No. 65," "No. 66," "No. 67," "No. 68," "No. 69," "No. 70," "No. 71," "No. 72," "No. 73," "No. 74," "No. 75," "No. 76," "No. 77," "No. 78," "No. 79," "No. 80," "No. 81," "No. 82," "No. 83," "No. 84," "No. 85," "No. 86," "No. 87," "No. 88," "No. 89," "No. 90," "No. 91," "No. 92," "No. 93," "No. 94," 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Reviews of New Pop Records

Continued from page 39

★ **Lowly Man** — In contrast to flip, this is a slow, soulful blues. Essentially more interesting than flip, but less commercial. (Savoy, BM) (230)

International

ENRIETO BONINO

★ **Se Miso Signorina** — VESUVIUS 1016 — Romantic warbling by Bonino in Italian; he really strung sentimental themes. (RCA)

★ **Giuletta** — Same comment. (Columbia, ASCAP)

The man who knows how to set ahead (and stay ahead) in business—gets his information and inspiration from the pages of his businesspaper. Nothing else you read is so filled with the news, the facts, the freshest ideas so vital to your success in business as the advertising and editorial pages . . . in your businesspaper.

Latin American

★ ★ ★

DIETO ALBERG

★ **El Tiro a Ocho** — COLONIAL 176 — The Dieto Alberg, backed by a mercurial band, sings and raves with emotion, while the trumpet backs them with taste.

★ **Se Me Caeen Las Alas** — Same comment. (Nico, BM)

RAQUEL Y ROSA

★ **No Soy La Moca** — COLONIAL 210 — A one-stop and they sound strongly here on a bright disc that has the pattern of a fast polka. Good as for Latin love.

★ **Quilera Sea Pascuente** — Same comment. (Nico, BM)

LOR DOB

★ **Tarde O Temprano** — COLONIAL 176 — A pleasant ranchero rhythm of life. The ranchero band background, but the vocal duo is pleasing indeed. For the border area strictly.

★ **Mis Ojos Me Desencian** — A bright arrangement in the bolero rhythm. Tender chanting by the duo in front of a sprightly ranchero unit. Nice listening for the Mexican trade.

RAQUEL Y ROSA

★ **Conoce De Piedra** — COLONIAL 210 — A one-stop and they sound strongly here on a bright disc that has the pattern of a fast polka. Good as for Latin love.

★ **Estoy Encasado** — Mightier pretty accented work showcases the duo on this disc. The voices are satisfying and much as the traditional Mexican with a good side for the proper stars. (Nico, BM)

DIETO CARANA

★ **Cos Amor Ardiente** — COLONIAL 212 — Light, sweet ditties are sung with emotion by the pair, over small combo support. Could get going on L.A. horns.

★ **Casita Fronteira** — The pair come near the proper stars, too. (Nico, BM)

DIETO CARANA

★ **China De Mito Amora** — COLONIAL 210 — Here and Victor Mendi all right ranchero warmly over typical Mexican backing. (Nico, BM)

★ **Casita Fronteira** — The duo handles this ranchero with feeling backed by the Enrique Soto combo.

HERNANDEZ VARELA

★ **Contestacion A Tres Días** — COLONIAL 115 — A gay backing of abrams and tones is heard behind the sprightly chattering of the fam duo here. Nice ranchero! smart work waves behind. (246)

★ **Solamente Tu** — A tender and soulful vocal affair by the pair on a bolero (thrust effort. (246)

LAS TEJANITAS

★ **El Paso Power Remedio** — COLONIAL 217 — The pair, billed as Term and Mendi, have a convincing, vocal effort, but they turn out a pleasant harmony action. Accented leads thru the backing. (Nico, BM)

★ **Sin Tu Carino** — Another nice vocal act on a ranchero side. (Nico, BM)

Polka

★ ★ ★

ED ZIMA

★ **Theresa Polka (Parts 1 & 2)** — DYNO 440 — This instrumental is in show, fast tempo, very pleasant. Flip in quick tempo. (Capitol, SESAC) (230)

MUSICAL STARS

★ **Here We Come Polka** — DYNO 1002 — Bright polka with a Polish flair. Excellent for specialty areas. (Savoy, SESAC) (238)

★ **Polonia Polka** — Polka instrumental. Authentic and lively, this merits applause. (Savoy, SESAC) (246)

Sacred

★ ★ ★

R. L. A. BONNIE JORDAN

★ **That Beautiful Morning** — EXPRESS 101 — Inspirational tune receives a meaningful nodding from the duo. (Capitol, BM) (242)

★ **The Struggle and Narrow Way** — R. L. A. Bonnie Jordan handles this sacred effort in sincere style on this disc. (Express-Clearman, BM) (156)

Spiritual

★ ★ ★

MARION WILLIAMS & THE STARS OF FAITH

★ **Everything Say Amen** — GOSPEL 104 — Thrill, known to many as former lead in the Clara Ward Singers, does a spiritual with a crystal ball. An unusual side which deserves to be field well fitting. (Savoy, BM)

★ **What Jesus Did For Me** — Another crystal-gazing. Thrill hit the high notes beautifully. Side is an uncommon one. (Savoy, BM)

THE CONSOLERS

★ **Never Could Have Made It (Parts 1 & 2)** — NASHBORO 678 — The spirit is in the group. The male lead lines the words, and a few choruses take them up. (Nashboro, BM) (240)

LUCILLE BARBER

★ **Let The Church Roll On** — NASHBORO 678 — A hand-clapping, gospel, with the lead shouting the exhortation to the answering congregation. Very effective. (Nashboro, BM) (232)

★ **Faith and Grace** — This side has classic gospel chord progressions of the satisfying kind. Tempo is slow and relaxed. A pleasure. (Nashboro, BM) (234)

THE KELLY BROTHERS

★ **Never Believing for So Long** — FEDERAL 1275 — Satisfying gospel side. The Brothers have a relaxed style, with true church-aided vocal. (Savoy, BM) (240)

★ **Pre Made It Over at Last** — This side is in the most sincere. Lead singer gets very effective backing, with dual featured. (Savoy, BM) (212)

ROBERTA MARTIN SENGERS

★ **God Is Still on the Throne** — SAVOY 414 — The spirit is on the group

as they do this side with intense fervor. The lead choruses, when they return over, is terrific. (Savoy, BM)

★ **We Laid His Hands on Me** — A male lead here sets the pace. Like the church sound, with the Professor chiming a returned tempo to this side.

PROF. HAROLD ROGERS

★ **That's How It Was** — NASHBORO 671 — The Professor opens with a bit of preaching, which the entire group joins in song. (Nashboro, BM) (232)

★ **Everything Is Going to Be All Right** — In contrast to flip, which was in slow tempo, this one moves right along. A bit of church sound, with the Professor chiming in at the end for a bit of advice. (Nashboro, BM) (239)

FAMOUS SMITH SISTERS

★ **Jesus in Christendom** — A group feels the spirit on this side. Side is uplifting. (Savoy, BM)

★ **Who Shall Abuse** — Sincerity and intensity of performance are here also; recorded sound is not too good. (Savoy, BM)

THE SONG BIRDS OF THE SOUTH

★ **Everybody's Rejoice** — SAVOY 414 — A group of four, with a bit of preaching; entire group joins to answer question. (Savoy, BM)

★ **Let The Devil Kneel** — A group of four, singing not to let the devil know what your weakness is. (Savoy, BM)

Reviews and Ratings of New Albums

Continued from page 41

★ **U. S. hit "Friendly Little Lover"** to be sung by Vico Torriani on the Decca label. . . . Charles Kalman, son of the famous Benjamin Kalman, found an American publisher for the "Major Waltz"; Marks Music. . . . German TV put the "Jazz" label in 1960 on their star, starting Bonelli Cooper, Linda Hopkins, Ketty Lester, and Leslie Scott. . . . German hit number "Capito" by Joe Neumaier has 35 international recorded versions now. . . . Heinz Arntz, 61, German world champion in piano playing, has a new high in his work record: Two years ago he put his fingers for 725 hours on the ivory, now he played the piano for 749 hours.

★ **Munich has its jazz festival.** Thirty-five German jazz musicians met in the Congress Hall. German radio and TV, and ATN broadcast the show. The stars were Michael Nurn (Piano), Klaus Marmula (alto), Wolfgang Schuler (tenor), Hajo Lange (bass), Heinz Vau Mosky (drums), Helmut Brandt (haritone), Albert Mangelsdorff (contrabass), and Volker Zobel (soprano). Dietrich Gelders (clarinet). Biggest hit was Gerd Schumacher's piano version of "Munich Blues" by the German musicians' "Jamming and Jumping at the Congress Hall."

MODERATE SALES POTENTIAL

POPULAR

★ **PIRES AND POWER** — Eddie Duane's. Capitol T 1410 — A real ringer for the great Eddy Duane, who here put modern recording techniques to work on his behalf. Musicianship of his work at a high place again and a Hammond electric amble him to come with effects not otherwise possible. Some of the best selections are "Cable," "Nash," "The Man I Love," "Sophisticated Lady," and "Valencia."

1472

★ **WHOLLY CAES** — Bob DeFranco and the All-Stars. Verve MG's 418, stereo & mono — This is a pretty music album. DeFranco is at it rather well. Everything is so quiet and the music is so good. The element fans include "All the Things You Are," "Smoke Gets in Your Eyes," and "More Than You Know."

Atlantic Tapes

Continued from page 2

one of Atlantic's biggest album sellers. "The Genius of Ray Charles," did 40 per cent of its business in the stereo edition. Although Kornheiser doesn't consider this typical, he does consider it an indication of stereo's potential. Atlantic's recent 1-cent stereo LP sales program undoubtedly also contributed to the label's stereo sales volume.

Atlantic's first four-track stereo tapes will include releases by top-selling artists — Bobby Darin, Wilbur de Paris, Ray Charles, Mable Mercer, etc.

Meanwhile, Atlantic's mid-July album release spotlights new LP's by: pianist Fred Katz, the Jazz Age's Volume 1, and the new album, and the Newport Jazz Festival All-Stars (from the 1959 festival).

Latest new artist spotlight by Atlantic is jazz flutist Herbie Mann who has inked an exclusive contract with the label. His first Atlantic LP will be released in early fall.

Suit Enjoins Triple-X Disk

NEW YORK — The U. S. marshal has issued an order to sear all copies of Triple-X Records waxing of "Shot Mr. Lee" by the Bobettes, from general sale, pending outcome of Progressive Musicians' (Atlantic Records) copyright infringement suit against Alan K. Mann in Federal Court.

Atlantic—which also has a recording of "1 Shot Mr. Lee" by the Bobettes, and a group filed suit against Triple-X charging interference with their contract with the Bobettes and unfair competition. (See last page's issue.) Meanwhile, the label has stated it will take legal action against any distributors who attempt to distribute the Bobettes' Triple-X product.

German News

Continued from page 9

the "Edition Musica." First numbers are "Roalke," "Mister Mann," "Weine Nicht," "See, Mann Ahoi." . . . Marlene Dietrich returned to Berlin to sing 12 tunes in German for an LP super-vised by Norman Granz. "The Rockers" is the title of a new German film musical to star Sarah Vaughan, Nat King Cole, Cab Calloway, and Norman Granz. . . . Hajo Lange, Hans Gregor, Camillo Felgen, and Loni Heuser.

★ **Fred Olden** wrote the German lyrics "Sublime" and "Mister U. S. hit "Friendly Little Lover" to be sung by Vico Torriani on the Decca label. . . . Charles Kalman, son of the famous Benjamin Kalman, found an American publisher for the "Major Waltz"; Marks Music. . . . German TV put the "Jazz" label in 1960 on their star, starting Bonelli Cooper, Linda Hopkins, Ketty Lester, and Leslie Scott. . . . German hit number "Capito" by Joe Neumaier has 35 international recorded versions now. . . . Heinz Arntz, 61, German world champion in piano playing, has a new high in his work record: Two years ago he put his fingers for 725 hours on the ivory, now he played the piano for 749 hours.

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Grand Award

Continued from page 3

first six months of this year have already doubled the total year's business for 1959.

Light is readying an extensive on-the-road promotional campaign on both its stereo tape and disk releases, featuring a new Command tape browser box, and other special in-store point-of-sale display material.

Command albums now available in the label's first four-track stereo release includes the aforementioned chart toppers — "Persuasive Percussion" and "Provocative Percussion" Volume 1, and the new album, plus Light's "The Million Dollars Sound of the World's Most Delicious Melody," Volume 1 and 11; "Bongom" by the Leo Adams; "Big Job Dooley's The Dixie Red-dies," "Mr. Big" with Tony Mottola, plus several and "The Private Life of a Private Eye" by Light.



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JULY 18, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

43

Mike North,
Meiklejohn
Open Agency

BEVERLY HILLS, Calif. — Mike North, for seven years associated with Art Rush, manager of Ray Rogers, is joining with William Meiklejohn, a veteran in the talent field, to form a new book-keeping agency, with headquarters here.

Meiklejohn was for many years executive director of talent and casting at Paramount Studios, Hollywood. Prior to that he was head of the motion picture department at Music Corporation of America and also operated one of his own theatrical agencies in Hollywood.

The firm, to be known as Meiklejohn and North Agency, will open offices here Monday (18).

The end of North's long association with Rush had been expected for some time after Rogers, upon the advice of physicians, decided to cancel his tour of U. S. and Canadian fairs this year.

North continues to represent the Gansmoke Trio (Kitty, Doc and Chester) and returned here recently from the Cantonment Fair, South where the trio paid the rodeo to new attendance records.

Fair dates booked for the trio are: August 19-21, Northern Inwa Fair and Rodeo, Mason City; September 2-4, Central Wisconsin State Fair, Marshfield; September 9-10, Meador County Fair, Smithport, Pa.; September 16-17, Tennessee Valley A. & I. Fair, Knoxville; September 20-24, Eastern States Exposition, Springfield, Mass., and September 30-October 1, Bloomberg (Pa.) Fair.

At the Eastern States Exposition the trio will head a show consisting of Gene Detroy and the Marquis Chimps Family, the Harmonicats, Tulare Lee, Jay Sailer, the Boginns and the Frontiersmen.

POP Attracts
750,000
Under One-Ticket Plan

SANTA MONICA, Calif. — Pacific Ocean Park, which opened May 27, has passed the 750,000 attendance mark, using the one-price policy.

As of July 9, the attendance was approximately 746,000. The one-price policy has been altered. Now the \$1.50 charge is made. When the park opened for Decoration Day and the weekends following to May 27, two other price tickets—\$1 for children and \$1.25 for juniors were used. Ticket carries admission to all rides and attractions. Food, games, and the Pony Arcade the exception.

The one-price policy has brought heavy traffic on most of the rides. The youngsters take full advantage of the deal. One operator said that riders in a month number close to those of a year. Another said that his attraction had been used by more people than the front gate counted.

Over the Fourth of July weekend and continuing for several more weeks are Nordeine, high act, and an ice show, "POP on Ice." The Sea Circus, managed by Art Mordis, continues to be a daily feature.

ELEPHANTS POSE
TOLL PROBLEM

MACKINAC CITY, Mich. — The Mackinac Bridge Authority has been faced with a problem not encountered elsewhere when toll fees were established at the bridge opening some three years ago. Inquiries have been received from the Clyde Beatty & Cole Bros., Circus for the toll an elephants, crating under their own power. The authority hasn't figured out the answer. The circus crossing is set for July 25.

Du Quoin Auto
Race Purse to
Exceed \$40,000

DU QUOIN, Ill. — Auto racing purses for the three-day auto racing program at the Du Quoin State Fair may top the \$40,000 mark, racing promoter Bill Hayes predicts. The 100-mile race-Labor Day should provide the winners with more than \$20,000, Hayes said, and be estimated \$10,000 purses for both the 10-mile, 110-Off (midget) race Sunday, September 4, and the 100-mile stock car event Saturday, September 3.

Race purses are sanctioned by the United States Auto Club.

Stettler Stampede
Sets Gate Record

STETTLE, Alta. — A two-day attendance of 18,000 set a new mark for the Stettler stampede, sponsored by the Canadian Legion. The opening was the biggest in the event's history, with 10,000 on hand. All-round cowboy champion was George Wybo, of Viking, Alta.

The park lists 40 attractions including Neptune's Kingdom, sponsored by Coca-Cola bottles; the Magic Forest, Westinghouse; Sky Ride, National Theatre; Mystic Isle, U. S. Rubber Company, and miniature autos, Union Oil Company of California. Golden State Creamery has the exclusive for ice cream and milk, and Morrell for meats.

Included among the leucers are: Judy Illions, Sea Ram (Skooter) and Buccaneers (dances); Velare Brothers, Pirates (Maze) (Glass House), Whirl (Ride); Paratrooper, and Flying Dutchman (dark ride); Fred Crockett and Archie Gray, Octopus, Fun in the Dark, Jungle Whip (Scrambler), Star Fish (No. 16 Ferris Wheel), the Orbit, Round-Up, Flying Fish (Wild Mouse), and Shell Spin (Tilt-A-Whirl). Crockett and Gray also operate four games. Matt Wallace and Lew Faber have the food concession on the park midway and National Theatre has the popcorn concession.

Several restaurants, including the Stettler, are located along the front of the park in the International Mart section.

A GAY STAMPEDE
RECEPTS UP, COUNT OFFAdmission Tariff Is Double '59;
Results Are Highly Satisfactory

CALGARY, Alta. — The Calgary Stampede and Exhibition Friday morning (15) went into the next-to-closing day of its six-day run with gate receipts up sharply over last year, its previous peak year, but with attendance down from the record year.

A boost in gate admission prices from 25 to 50 cents accounted for a 30 per cent increase in gate receipts. The higher attendance fee cut into attendance, 50, too, did extremely hot weather, with day-time temperatures ranging to the 90's following rain and cold which had preceded the opening.

Still another factor was that the exhibition last year experienced an attendance lull because of the appearance then of Britain's Queen Elizabeth and Prince Philip.

Regardless of all these factors,

the exhibition's attendance thru the first four days was about even with 1957, the record year up until last year.

Add Free Attractions

To counter the higher admission prices, the exhibition management increased its outlays for free on-the-grounds entertainment. It offered Gene Holter's wild animal show and Desmond Sailer, pole climber, among other attractions free to all who went thru the front gate. And, in its buildings, it spotted unusual attractions designed to give folks a realization that they were getting more for the increased front gate tariff.

Duncan ("Cisco Kid") Renaldi brought back as a good-will ambassador and a strolling attraction, again delighted patrons and built good will for the exhibition. He

winked not only on the grounds but made frequent appearances downtown on the bus, taxis, telephones, etc. Once again Maurice E. Hartnett, Stampede manager, was almost lyrical over Renaldi's contribution.

The Stampede had Phil Harris as his parade marshal. To it, had Bing Crosby, in an another honored guest for three days. Harris was accompanied by his wife, Alice Faye, and Bing by his wife, Kathy. The party enjoyed itself so much that it extended its stay by a day. Bing, in an appearance before the grandstand, was asked to speak, said that he was not a speaker but sang when the crowd responded that he could sing Crosby handed out a trophy on one occasion and on another was gifted with a C. A. Bell-executed Stampede trophy.

Revue Scores

The night grandstand show, combining the Stampede's famed chuck wagon races and a GAC-Hamid revue, had, as per custom, been set out weeks ago for opening. Standees, also customary for a night show, were somewhat fewer than last year.

The GAC-Hamid revue drew praise from both Calgary newspapers, and Hartnett, now in his ninth year as Stampede manager, termed it "the best received show since I became manager."

Afternoon attendance for the rodeo-horse racing doubleheader was off slightly but per-mutual totals for the first four days were up 4 per cent.

The Coliseum attractions were down in receipts from last year during the first four days. Championship wrestling, the usual first two nights' offering, was off 10 per cent. A variety bill, originally slated to be headed by Johnny Cash, had a light draw, as Cash, reporting he was suffering from an ailment, had canceled before the Stampede opening. Red Foley was to open for a two-day Coliseum appearance Friday.

Midway Off Slightly

On the midway the Royal American Show, reported its gross at

(Continued on page 61)

AIM FOR NATL. FRANCHISES

Palisades Starts
Teen-Age Contest

PALISADES, N. Y. — A new "Miss American Teen-Ager" contest has been started by the Palisades Teen-Age Club. The club, which is a subsidiary corporation set up by Rosenthal. The park holds a "Miss Universe" franchise which does not conflict. Requirements for the new contest call for girls to be 13-17 years old and be judged in party dresses, on the basis of beauty of face, figure, charm, poise, personality and dance ability.

Co-operating is WNTA - TV, Channel 13, which builds its 6:30-7:30 "Summer Show" and 10-11 p.m. "Summer Dance Party" telecasts from Palisades. Weekly preliminary contests will be staged at the park starting Friday evening (29).

Emcee will be Clay Cnle, who presides over the evening telecasts. Friday winners will be semifinalists and the winner will be Friday and Saturday, September 9-10, also on television. So far the prizes include a trip to Bermuda and complete wardrobe, with other merchandise being compiled.

Race-Stunfer
Card Breaks
Islip Record

ISLIP, N. Y. — A combination thrill show-track race program broke Islip Speedway's all-time attendance record last night (13) only four days after the former mark had been established. Turnout was 10,000 for the dual program of \$2 for adults and \$1.75 cents for children, same prices as had been charged for racing on Saturday (9). Jack Kochman's Hell Squad was the featured attraction. Larry Mendelsohn's Beam-Larry Mendelsohn promotion. Speedway has 8,000 seats.

RINGLING PRACTICING
WITH NEW CARS, WAGONS

SARASOTA, Fla. — Finishing touches are being put on the new Ringling-Barnum train, and practice loading already has been tried at the quarters here. The train is scheduled to leave Florida August 1 and arrive in Omaha August 3 for the August 5 reopening of the show.

The train's four-tunnel cars will carry 14 new steel and aluminum wagons that in turn carry show property, wardrobe and rigging. The wagons are eight feet high and eight feet wide. One is 24 feet long and carries aerial rigging. Most of them are about 16 feet long. They are fitted with small wheels and some of them have six tires across the end rather than just two. Four airport style tractor units are used for towing the wagons. A winch system will pull the wagons up into the tunnel cars. C. & H. Welding Company, of Bradenton, built the new wagons.

Cars will include four regular circus-style sleepers plus three stateroom cars. The show office and pie car will occupy another car. The tunnel cars, horse car and two elephant cars bring the total to 15.

The wagons have the show title on the sides and the "Greatest Show on Earth" slogan on the back ends. The railroad cars, all with the same exterior appearance, have the show title in large letters.

Herschell Keeps Up Pace on Deliveries

NORTH TONAWANDA, N. Y.—A dozen permanent installations have been sent rides by the Allan Herschell Company during the last six weeks. The company maintains a pace established after the Chicago winter conventions.

A complete Kiddieland designed by Herschell for the Takoma Park Mid shopping center has eight rides contracted by Allied Auto Supply of Washington. Included were Roller Coaster, C-16 Minute Train, Helicopter, Merry-Go-Round, Brownie Tractors, Jolly Caterpillar, and Kiddie Boat and Roundway Rides.

Other shipments are as follows: Ben D. Woody of Wichita Falls, Tex., an 1865 Miniature Train, Roadway, Rodeo, Helicopter and four Brownie Tractors, for location at Wells Park; Mayland Park, Ltd., of Windsor, Ont., a Twister for Atlantic Beach, N. J., and Fred O'Neill of St. Paul, a 36-

foot Merry-Go-Round for Como Park, St. Paul. George Althamer of Keanburg, N. J., has a new Helicopter.

HKS Enterprises of Hartford, Conn., a new Helicopter and Boat Ride for Clement Lake (N. J.) Park. Dr. Taylor Goldsmith of his Dr. Paul (Tex.). Kiddieland, Joseph DeLotto, a Kiddie Boat Ride, Merry-Go-Round and C-16 train for his new Kiddieland at Watervliet, N. Y. John F. Creagh of Ontonagon Amusement Corporation, Abington, Pa., the Brownie Tractors, Boat Ride and Kiddie Merry-Go-Round for Bowers County Club near Leesport, Pa.

Russell Feleki of Rochester, N. Y., has a new Pony Cart for his operation at South Bethany Beach, Del. Ray Tomasso of Providence also has a new Pony Cart ride.

Santa's Village Stores Gross Of \$1,593,000

ARCADIA, Calif.—Santa's Village and its wholly owned subsidiary did a gross business of \$1,593,489 for the year ending March 31. H. Glenn Holland, president, said. Village grossed \$1,593,489 in Skyforest and Santa Cruz, Calif., and Dundee, Ill.

Park admissions amounted to \$666,416; income from company-owned rides, \$93,558; concession rides, \$73,416, and merchandise and food sales, \$826,103. Food and merchandise cost was \$438,144, giving a net gross of \$387,961.

Operating expenses totaled \$1,026,384, with the net income from operations amounting to \$128,961. Other income amounted to \$21,028 for a combined total of \$149,989. Net income for the year was \$60,009 with retained earnings, \$38,462, up from \$21,547 as of April 1, 1959.

Assets for the operation totaled \$2,164,802. A stockholders' meeting has been called for Wednesday (27) at the Sheraton-Huntington in Pasadena.

"There is considerable improvement over recent years in the financial position and earnings of the company," Holland said. "This was accomplished notwithstanding the fact that during this year, our third and largest Village at Dundee, Ill., was opened and many extraordinary expenses, relative to its being put into operation, were incurred and written off.

"Our gross exceeded that of all previous individual years. The \$800,000 debenture issue was successfully marketed and our common stock is being quoted daily in the counter market. Sales are making in California and traded in increasing numbers of shares over a wider geographical area. "Greater emphasis is being placed on publicity and advertising. It is calculated that thru this stepped-up promotion, the planned opening of more rides and amusement facilities, and the development of a mail-order merchandising program, the company shall continue to grow."

Santa's Village is switching to Bank of America cards and an International Charge, Inc., and discontinuing its own credit cards as of July 31, Holland said.

The International credit cards will be recognized at the three parks. The Bank of America cards will be honored only in California.

Disneyland Assumes some Concessions

ANAHEIM, Calif.—Disneyland, now wholly owned by Walt Disney Productions following purchase of American Broadcasting - Paramount Theaters, Inc., stock, is taking over the services rendered by Castle News since 1955. The lease expires July 16 and will not be renewed. The Billboard learned here last week (14).

Donn Tatum, Disneyland executive vice-president, confirmed that the park will operate the services offered by Castle News since the park has opened. These include baby stroller and wheel chair service and a headline concession. Tatum said, "We may provide service in different ways in different locations." He would not confirm or deny if other leases for services were to be assumed.

Walt Disney Productions purchased the 35 per cent interest of American Broadcasting - Paramount Theaters, Inc., for \$7.5 million in cash and notes. American Broadcasting paid \$500,000 for its stock in 1954. The purchase was announced in Burbank by Roy O. Disney, WDP president.

ABC will continue to operate its food concessions and the television and radio advertising spots. To telecast the "Walt Disney Presents" program over its network. The ABC television program, on time on Sunday starting September 25 has been set following the termination of litigation between the two companies involving the price-television contract.

Bill Dumond To Be Manager At Imperial Fair

IMPERIAL, Calif.—William Dumond, 48, was scheduled to take the post of secretary-manager of the California Mid-Winter Fair here Friday (15). He succeeds Kenneth Hofman, who served for three years, who was not reappointed.

Dumond's appointment has been confirmed by the fair's board of directors. He is a resident of San Diego. Dumond was formerly a zone manager for Fox West Coast Theaters in nearby El Centro.

NAME DAUGHTER AFTER TOWN IN WHICH THEY WED

LONG BEACH, Calif.—A daughter, Tracy Miriam Kurapova, born July 12 in the Long Beach (Calif.) Hospital to Tracy Kurapova, a resident of Vincent Kurapova, of the Crafts Exposition Shows, was given the name Tracy because her parents were married in Tracy, Calif. The father has been with the Crafts organization 14 years and his wife, who has been on tour all her life, has been on the Crafts shows for the last year and a half.

Ruling Favors Bazaar Fetes For Hartford

HARTFORD, Conn.—Bazaar and raffle sponsorship is not restricted to church or religious organization, according to a newly issued Hartford Corporation Council's opinion.

A General State Statute overrules the restriction contained in the Hartford City Code, according to the opinion signed by Acting Corporation Counsel Joseph J. Burns and Richard G. Patterson, an assistant counsel.

City Building Supervisor William J. Ennis requested the clarification on the issue concerning bazaars, raffles and festivals.

Under the State regulation, other groups such as veterans, fraternal, labor and service clubs, educational societies and volunteer fire departments are also eligible to sponsor such activity. As to Ennis' question on the location of such events, amusement rides must be zoned for industrial use.

OAK HARBOR, Wash.—Recent Kelly-Miller stands include Everett, Wash., (5) with two big houses, Mount Vernon (6), half and three-quarter houses and six years fresh; and Oak Harbor, a light house for the afternoon (7).

Michigan's Utica Park Opens Golf Course With Ceremony

DETROIT—Grand opening of the Detroit championship golf course took the spotlight at Utica Amusement Park Thursday (14), with a formal dedication and a lavishly catered luncheon. Public officials, among them Supreme Court Justice Theodore Souris, representing Governor William, mayors of several nearby towns, officers from Detroit Armory, Selfridge Field, and other military establishments; business leaders, labor union officers, bankers, and the press.

Judge George Bunker, of Sterling Township, in which the park is located, presided the honored guests. A special guest was David C. Murray, of Murray Enterprises at St. Ignace, who came from the Upper Peninsula for the occasion. Murray has been assigned the Upper Peninsula franchise for the miniature golf tournament series which will be held at the International Miniature Golf Tournament in New Jersey in September.

Myron Brown, Utica Park owner, has been made director of the Detroit International Miniature Golf Tournament in New Jersey in September.

Rais Belmont Park Moves Ahead of 1959

MISSION BEACH, Calif.—Strong business in the early part of the year offset five threatening weeks at Belmont Amusement Park here. The season to this point is from 7 to 8 per cent ahead of the same period in 1959, John C. (Jack) Ray, owner-manager, said. The five bad weeks hit immediately after the Fourth of July weekend. The weekend of June 25 marked the break in the weather.

For the 1960 season, Ray installed a Wild Mouse, and new cars for the two Scooter rides. The number of eating stands was cut from nine to four, excluding candied apples and ice cream. Ray moved the seats at the eating restaurant and installed the chairs with umbrellas. The reduction in stands was made to make room for the new rides.

Cristiani Mulls Dakota Hialus, Ponders Jump

ST. PAUL—Cristiani Bros. Circus was debating here Friday (15) whether it would cancel several stands booked for this week. While up to deadline time the show had made no comment, it was known to be mulling the hiatus.

Behind the possibility was the fact that it had a 337-mile jump to make from here to Grand Forks, N. D., where the season reportedly had backed out because the show had not shown enough interest in stand.

Cristiani was scheduled to play thru Sunday afternoon (17) here. But it was found the Sunday truck load would keep it off the roads until midnight. Then it was to be ready for a performance by Monday night at Grand Forks. In North Dakota it has several other stands booked. Grand Forks (18-19) will be followed by Devils Lake, Jamestown, Valley City and Fargo if the scheduled route is played. The family was debating about whether to make Grand Forks without an auspices.

tion in stands increased food revenue.

Plans in 1961 include a new Merry-Go-Round building and the installation of a Kiddieland "with adult appeal." Ray said the moppet area would be in addition to Egan's, a popular part of the park. Ray is installing a self-serve stand, Chuck Bailey, who was trained in Los Angeles, will be the operator, will be in charge. Ray explained that the park-owned concession will make tacos fresh hot on a production line.

Atlantic City In Second Best Convention Year

ATLANTIC CITY—This resort played host to 216,225 visitors at 218 conventions and trade shows in the first six months this year. And bookings for the second half of 1960 indicate attendance upward of 130,000 at more than 130 conventions—bringing the total for the month of June to a 1960 high. The positions and more than 346,000 visitors.

These figures, compiled by the Convention Bureau, show a drop of 16 conventions and some 15,000 visitors in the first six months, compared with the same period in 1959. The second half of 1960 shows even a sharper decrease—30 fewer conventions and 48,000 less visitors.

But 1959 was a record year—the best one yet for conventions in Atlantic City history. Wayne Stetson, Convention Bureau manager, pointed out that aside from 1959, the first six months this year are by far the best in the past six years. As for the next six months, he said bookings will be "good—also comparatively light" in comparison with last year.

Biggest month so far this year was May, when 63,075 persons attended 60 conventions. April was next, with 40 conventions and 53,116 visitors, while June was third, with 48,812 visitors and 63 conventions.

"As far as 1961 is concerned, it looks as good, possibly even better than 1960," Stetson said, adding: "The 1961 convention season has another banner convention year for Atlantic City. It will compare well with 1959's highest convention year ever."

Propose Moving Part of Midway At San Antonio

SAN ANTONIO—The 1961 Fiesta San Jacinto carnival won't clutter up Main and Military Plaza like it has in past years, if the Fiesta San Jacinto commission's proposal is approved by city councilmen. From the commission, the organization that co-ordinates the Fiesta, requests that councilmen approve their plan to keep the carnival away from the front of City Hall, the First National Bank and San Fernando Cathedral.

The carnival, however, would continue to operate on the south end of Main Plaza.

TALENT ON THE ROAD

Puyallup Fair Pacts Acts; Rex Allen Sets Round-Up High

THE Western Washington Fair at Puyallup, long noted for its unusually strong attraction program, has booked an array of acts thru Hans Leckner, New York, N.Y., H. McMurtry, fair manager, has announced. The acts are the Four Nocks, high ladder balancing, sway pole and breakaway; Alice Novelle and his Harmonicas; the Two Marthys, tumbling-larks; Daggar, rolly-bolly; Peter Julian's dogs; the Four Beggins, the Four Brothers and the Wild West Show; Redot, group of 10 boy and girl tumblers, and clowns Garner Newton and Harry Kellens. The acts, as per Puyallup custom, will work between the rodeo events and the thorough horse races. . . . Steve McQueen, will Western star, will be the name attraction at the 17th annual Jaycee Rodeo at Orange, Tex., August 25-27. . . . The Tower Artists Corporation, Montreal, has booked the grandstand show into the Clinton County Fair, Plattsburgh, N.Y., August 3-5. Act: Walter Shyretto, bicycle; the Corbinor, roller skating; the D'Alaire Brothers, acrobatic clowns; the Great Maraja, novelty, with Sir James Skilton as emcee.

Alice Lon, the "Champagne" Lady of the Showtime Welter TV show, and the Tammy Dorsey act will share top billing one night—Friday, September 16—at the six-day City County Fair, Spencer, Ia. Supporting acts will be the Silver Clouds, aerial; Wells and Knier Fays, comedy tumbling; Loni and Company, clown juggling; Don Brooks, balloon dog; and Willie Necker and his Dalmatians. A two-performance rodeo in be staged by Casey Tibbs; the first night harness horse racing program in the fair's history, a thrill show and a program of modified slick car races will round out the night bill, according to Bill Woods, fair manager.

Impressed with Jim Hetzer's Japanese Spectacular at the recent Red River Exhibition, Winnipeg, S. N. (Steve) Mac Eachern, manager of the Saskatoon (Sask.) Exhibition, signed the unit for nightly appearances in the exhibition's stadium during fair week, July 25-30. . . . Rex Allen's personal appearance at the recent three-day Black Hills Round-Up, Belle Fourche, S. D., established new attendance records, according to William Schuff, Round-Up manager. The Western star worked with his horse, Koko, and his musical trio, the Men of the West.

3 Stooges Take Spotlight at Gotham Water-Stageshow

Buster Crabbe and Dick Hayes, opening headliners for the Aquanauts in New York, dropped out last week and the Three Stooges and vocalist Johnny Eager came on. Show in Flushing Meadows Amphitheater will keep rotating its star acts, retaining the musical support of Vincent Lopez and his orchestra. The Three Arabian tumblers, as well as the Frederick (Mid.) Fair. . . . Tama and Butch Frank, dog act, roping and bull whip acts, are featured this season at Cowboys and Killingsworth, Conn. . . . Grandstands features at the Edmonton (Alta.) Exhibition include Richard's, illusions; Roger Ray, comic; Johnny Weld's bears; George and Peter Bauer, Ringers; Janik and Arnout, dance; Egoni Brothers, aerial; Elkin Sisters, balancing; Mania Rockets, dance line; and rock 'n' rollers—Gastly Cannon, Carl Dokhins Jr., Lennie Welch, Gary Stiles, the Skyliners, Hollywood Argyles and Skip and Flip.

Acuff, Gibson Head Ole Opry Show at Missouri State Fair

Headlining the August 28 "Grand Ole Opry" night at Missouri State Fair, Sedalia, will be Roy Acuff and Don Gibson, RCA Victor recording artist, in a three-hour Acuff-Rose Artists Corporation production recorded to fair Secretary M. C. (Cole) Ervin and W. D. Kilpatrick ARAC manager. Other "Opry" talent in the line-up are June Weh and Margie Bowes, Hickory Records artists; the Smokey Mountain Boys (Acuff's band) and the Stony Mountain Cloggers.

Bridgeport to Study Pleasure Beach Return

BRIDGEPORT, Conn. — This city's Board of Park Commissioners will look into a long-range program under which some of the older amusement facilities at Pleasure Beach Park would be eliminated and the area converted generally into a public park. It was formerly a municipal operation, with diminishing success. The program, as outlined for study, would see construction of a bridge to replace the present bridge to the park and the area between the bridge and the water, which would be used for musical performances, which would amount to a large, carrying a stage, and anchored in the lagoon near the park.

This sort of development is considered on the basis of "when and where" is the present bridge under which Pleasure Beach has been privately operated as a commercial

EXCESS LBS. PAINFUL TO JIM HETZER

WINNIPEG — Big Jimmy Hetzer could have sweated off poundage when he called from here to Minneapolis, where his Japanese Spectacular cast was changing planes en route to the River Exhibition. He had suggested they bring along some vital clothing items, in which to be photographed. Yes, Northwest Orient Airlines told him, they're all here. Power, they flew in 3,700 pounds of excess baggage. "Shall we send it all to Winnipeg?" Hetzer's pained reply: Yes, but for Pete's sake, send it by rail!"

Alger Award To Kincaid Of Joyland

NEW YORK—In parks circles it is noted that Garvice D. Kincaid, operator of Joyland Park in Lexington, Ky., is a successful man. The extent of his success, however, is surprisingly revealed during the 14th annual Horatio Alger "rags to riches" awards presented at the Waldorf Astoria Hotel by the American Schools and Colleges Association.

Kincaid is one of eight men honored. He was described as a banker and businessman who heads a \$200,000,000 empire and who began his career as a newsboy.

Park visitors report it not unusual to find him driving the train with his wife and her girl friend in the back car and the boys in their seats and the other boy in the cab helping to run the locomotive.

Other Alger award winners this year are: Arthur J. Haupert, president of H. J. Heinz Company, Pittsburgh; John Galbreath, president of the Pittsburgh Pirates baseball club; Carl J. Halperin, president and chairman of Bausch & Lomb Optical Company, Rochester, N. Y.; Ed C. Leach, president and chairman of Jack Tar Hotels, Galveston, Tex.; James A. Ryder of Ryder Systems, Miami; John H. Slater, president of Slater Food Service Management, Philadelphia; and Robert Solinsky, chairman of National Can Corporation, Chicago.

Omaha's Three-Day American Legion Fair Pulls 14,000

OMAHA—Close to 14,000 persons attended the night show at the Old-Fashioned Family Fair Saturday thru Monday (2-4) at Municipal Stadium here. Weather was good, except for one night, which was hot and humid.

Grandstand attraction first two nights included "Grand Ole Opry," "Omaha River's diving mad," and fireworks. Rivers' Golden Horse Thrill Show and his diving mad unit was in closing night.

Daytime grandstand attractions offered free, included band concerts, semi-pro baseball game, weightlifting contest, drum and bugle band and Armed Forces review. A tent was used for exhibits and displays. The Funland Shows provided the midway attraction, located on the parking lot adjacent to the stadium.

Don Romeo, program director, and Bill Baker, managing director, were charged for the American Legion Post No. 1, sponsor of the fair.

BIG BUSINESS

Boston Area Funspots Bask in Sun, Profits

BOSTON — Funspots in the Greater Boston area apparently have been able to attract record crowds and the patrons have been the worthwhile. All is well providing one more vital element is present—good weather.

That weather has prevailed over the last three weekends, after weeks of rain and chilly temperatures, and the public has shown that it was waiting for the sun. The sunshine, Pleasure Island, the four million dollar family funspot in suburban Wakefield, set a new mark for this new type of entertainment in New England. Figures for the week of July 4-10 show that 53,000 visited the park.

This was 36 per cent ahead of the corresponding week last year and better than any week in the first season last year, according to Walter A. Smith Jr., president, who said, "The wonderful acceptance by the public of our new policy—pay one admission price only—has been heartening."

Starring in the stage show during the record-breaking week was "Popeye" in the person of Harry Fennell, known as the "man of a thousand voices." Cameo's Wild Animal Fantasy, a circus show, was drawing good crowds the week of 10-17 with the \$5,000-seat Show Bowl completely revamped for a three-ring circus. Two shows are presented daily.

At Paragon Park on Boston's South Shore, Larry Stone reported record crowds of 80,000 and 90,000 on Saturday (3) and Monday (4). Big attraction both days was a Boston Herald-Traveler aquatic show, consisting of a parade in jumpsuits from 5,000 feet from a plane and water skiing and stunts. A sports car club gymnast, first in its kind at a funspot, attracted record crowds which it was held in the afternoon in a large parking area adjacent to the Roller Coaster.

Apparently money is plentiful in the area and Stone and many of the concessionaires reported the best business in years. Stone's free acts also have drawn the patrons. Brick trade at all of his seven new Disneyland-type rides is beginning to pay off for a huge outlet which he made this year for new attractions.

Further down the coast at Cape the Edville Railroad reported a 20 per cent increase in patrons over last year. This season's big

improvements as well as a big turnover in chicken barbecues are attracting a bigger number of patrons from many States than ever before.

Noruega Park in Newton, Revue Park and Lincoln Park in North Dartmouth had the same story. As soon as the weather became acceptable, higher crowds than even before with money to spend were flocking to the funspots. Most parks seem to have established new records over the Fourth and predict that with any kind of break from the weather, that 1960 will be the greatest year ever for funspots in these parts.

Sedalia Sets 'Opry' Show At Grandstand

SEDALIA, Mo. — Acuff-Rose will produce the "Grand Ole Opry Night" scheduled Sunday, August 28, at the Missouri State Fair, according to Secretary M. C. (Cole) Ervin and ARA Manager W. D. Kilpatrick. It is Acuff-Rose's first time as the grandstand feature here.

Headlining will be Roy Acuff and Don Gibson.

The three-hour country music extravaganza will have Hickory Records artist June Weh; Margie Bowes, Hickory Records star and "Underella" girl of the "Grand Ole Opry"; Smiley Mountain Boys; Roy Acuff's world-famous band; and the Stony Mountain Cloggers, "Grand Ole Opry" square dancers.

Walled Lake Business Perks With Sunshine

DETROIT—Business has been very good for the past three weeks at Walled Lake Amusement Park after a very slow start earlier in the season because of persistent rainy weather. Total business is still running somewhat behind last year as a result, according to Manager A. J. (Brooklyn) Canfield, who is expected to catch up before the end of the season.

The park, operated by Fred W. Pearce, is continuing its policy of featuring picnic bookings. A number of major industrial and other picnic are scheduled in the weeks ahead, and are expected to help build business figures to overcome the slow season slump.

The newly installed Mother Goose Circus tent is drawing kids as well as free attractions and animals, is proving very attractive for the smaller patrons.

PAINTSVILLE, Ky. — The James H. Drew Shows have been contracted to play the July 4 celebration here next year after good business and weather at the recent holiday events. The signing covers the show the contract for the seventh year.

Recent visitors to the show included Fred Cantrell, John M. Huls, Bill Hunter, Tommy S. Carson, A. J. Grey, Roy Deerdurff, Jay Chaddler, Al Wallace, Harley R. Drew, Frank J. Lee, Jule Combs, Walter Monroe, Hank Drew, Floyd King and John M. Wilson.

Wonder Bros. Set For Daily Shows At Roseville Fair

ROSEVILLE, Calif. — Eleven service contracts for the Placer County Fair here, July 2-31, including daily free daily performances of Wonder Bros' Circus, were announced here by Charles Rose, fair director.

The circus, owned and operated by Sam Bookleib, is designed for kids. It will be presented in a big tent with a seating for several hundred. Presentation will include a baby elephant, trained dogs and ponies, and clowns.

Rex Hicks of Auburn will provide stock for the rodeo on the night of July 30 and in afternoon performance on July 31. Other contracts include A. J. Semoni, Sacramento, sound system; Pete Petralli, Sacramento, lighting and stunts; L. J. (Lester) M. Valli, Los Angeles, clown and magician; George Tone, San Francisco, organist; Joe Blenke, Northridge, publicity; and American Unlimited, San Francisco, entertainment.

BROCKTON FAIR GATE RISES 45%

300,000 See Rejuvenated Event;
Giveaways, Free Talent Succeed

By IRWIN KIRBY

BROCKTON, Mass.—Every thing went right for the Brockton Fair in its switch to July fourth. Weather was ideal, record crowds turned out, parimutuel wagering hit a new high, the renovated grounds won praise from those familiar with the layout, temperatures stayed comfortably under 90 and the beaches didn't steal all the business.

Ticket count indicated the gate hit 300,000 persons, a modern-day record, up nearly 45 per cent from last year's 230,000, and the majority of these were paid. The fair charges \$1 for adults but kids to age 14 are free-gifted every day. Parking is 50 cents per car. Gate hit \$183,000 since the 1920's.

George Carney Jr., manager, said the betting total of \$1,126,000 was the first time it had exceeded the million-dollar mark at Brockton. The handle exceeded last year's by 30 per cent.

In the last two years every wooden structure but one has been flashed with white paint, and the

final building, for commercial exhibitors, will be tackled this summer. A number of projects have been laid out for the 1961 fair, which will see the addition of many toilet units and another shed extension for outdoor displays of animals.

TV Awarded Every Hour

Final day's promotion on Sunday (10) involved an "Appreciation Day," when no admission was charged and seven portable TV sets were given away—one every hour from 3-9 p.m., plus a final 10 p.m. prize—a color TV set. More than 40,000 persons attended.

Carney's revision of entertainment called for a number of Americans to provide the midway and free attractions to be offered during the week. The carnival contract was renewed for 1961, as was an agreement for Bernard (Bucky) Allen to handle the concession space. Carney had a cannon act, swayside and aerial act spotted around the grounds, obtained thru Al Martin of Boston. Elsewhere were staged circus acts such as Rex Taylor's "Buckclerry Hound with Yogi Bae, Bozo the Clown, and others.

Also were two opening days of shows by Buddy Wagner's auto thrill show, to excellent audiences, the Lennon Sisters on Sunday (3), fireworks of two kiddie go-karts free fireworks.

Nightly Trash Haul

In addition to the fair's money, the State gives \$5,500 toward the fair. The budget for the year is \$10,000 apart from racing purses. An impressive operation is the trash cleanup. Every night around 100 men and the biggest city-owned trash sweepers, two trash trucks and 24 men, who combine to manure the grounds for the day's opening. The job starts before midnight and lasts to 7-8 a.m.

Also achieved this season were the placement of directional signs leading to the fair, by the State Highway Department, and revision of the Commonwealth Building contents. Previously a setting for agricultural displays, the building this season also held crafts and floral scenes.

Brockton's is one of the few prize premium books printed without advertising, for a fair which is not State-owned. Carney is an opponent of soliciting money from merchants to defray printing and other pre-fair costs, when parimutuel money can be employed for such purposes.

For the most part the grandstand was dark during the week. The big show is well-known on television, having a show on the ABC-TV network every Sunday for the past three years.

SIMPLY TURN WATER ON TO CLEAR LAWN

BROCKTON, Mass.—The stately Commonwealth Building at Brockton Fair has one of those beautiful, green carpeted lawns that homeowners strive for but seldom attain. During a busy fair day when the sprinklers were watering the grass, Mrs. William Susan, supervisor of the building, was told it isn't common to sprinkle during peak attendance hours. "Oh, I know that," she said. "I'm just keeping people off the grass. Water is more effective than signs."

Reading Fair Banking on Motor Events

READING, Pa.—Motorized events again make up the backbone of Reading Fair's grandstand program, which calls for Pat Boone to be featured Wednesday, country children's day, and for Gene Autry at other times during the week.

The eight-day fair starts Sunday, September 11, when the feature will be motorcycle racing in the afternoon and Joie Chitwood's auto thrill show at night.

Monday night features stock car racing. Tuesday afternoon has variety acts in front of the grandstand and ARDC-USAC midget auto racing at night. The Wednesday program includes a repetition of last year's big high school hand assembly and "Farm Maid" milking contest.

Sprint car racing under USAC sanction will close the activities Sunday afternoon, September 18. The show is scheduled to be held for Thursday night, twice Friday and twice Saturday. Variety acts are slated for Thursday afternoon. Harems racing was dropped in recent seasons after a string of unrewarding years.

Detroit Fair Gets Bishop Pike

DETROIT—The Michigan State Fair has booked Episcopal Bishop James Pike, of California, as speaker for the tenth annual Sunrise Service, on the opening Sunday morning, September 11. This is the tenth annual for this interdenominational event, which draws an estimated 10,000 people annually. It is held at 8 a.m., with free admission to the grounds for those in attendance, who may then remain on the grounds for the day. Bishop Pike is well-known on television, having a show on the ABC-TV network every Sunday for the past three years.

FAIR-EXHIBITOR MANAGEMENT

Yakima Gets New Grandstand; Will Have Mutuel Betting

YAKIMA, Wash.—The Central Washington fairgrounds here are undergoing vast changes which will give the plant a new grandstand, clubhouse, a paddock and two rebuilt race tracks, and, with them, parimutuel betting to the first time at this fair, which will open September 28 and run thru October 2. In co-operation with the Yakima Valley Turf Club, an organization formed to bring pari-mutuel racing to the area, the fair is building a plant which will not only bring horse racing with betting to the fairgrounds during the fair but also for a 13 or 14-day spring meeting. At fair time, there will be daily horse racing, followed by racing from five to six days immediately following the fair.

About \$500,000 was raised on a stock issue sold to area people by the Yakima Valley Turf Club. The arrangement with the fair calls for a long-term lease, in which the income from racing will serve to amortize the investment and eventually to yield additional income. The race plant will be a boon to the fair, a solid institution well managed by J. Hugh King. Since 1953, when fire destroyed a frame stand which seated about 6,000, the area has operated with uncovered bleachers seating about 3,500. Construction, now well advanced, will give the fair a grandstand seating 2,400, box seats with a capacity of 400, a clubhouse which will accommodate 800, plus the relocated bleachers which will lift the total capacity to 7,100.

The fair also will have a half-mile and mile track, stables for 400 horses, and the 365-acre plant will be enclosed with cyclone fencing. The construction already has caused the razing of some old frame structures and other buildings are to go. King envisions strong attendance for horse racing with the advent of pari-mutuel, maintaining that it will bring many people from such cities as Spokane and Portland, Ore., as well as from the immediate area. As he sees it, the fair plant also will purr run horse and auto racing, and a new clubhouse, and thus spark a new industry. He anticipates that the plant will be used for stabling and developing horses. From a fair standpoint, the new construction will greatly enhance the attractiveness of the grounds and bring in thru the front gate and other sources considerable additional income, which will enable the fair to plow back more money into plant and program development.

Albuquerque Acts on Study; Dates Are Advanced by Week

ALBUQUERQUE, N. M.—Quenten T. (Tex) Barron, manager of the New Mexico State Fair, figures the fair this year will get much better weather than last year. Then wind and cold, with the temperature averaging in the 40's for seven days, assailed the event. Nevertheless, the fair is the biggest and the biggest of the big ones in the West, and term weather study, which followed, showed that over the years the fair, if it had been held a week earlier, would have been given considerably better weather. Accordingly, this year's dates were set for September 17-25, a week earlier than in the past.

The fair here has been growing each year, keeping pace with the population growth and the booming economy of the area. To fill its needs, the fair since last year's ran reacquired an adjacent 60-acre track, which it had leased to the National Guard. In the negotiations the fair, at a cost of \$75,000, attained some building which had been constructed on the land for the National Guard. These buildings, according to present plans, will be used for stabling show horses. In turn, will free other buildings for mounting livestock entries. In line with the fair's growth, the fair this year will offer more premiums than ever before in its history, with premium outlays to hit about \$75,000, up from \$48,000 last year. Most of the increase will be in the livestock and youth classifications.

Barron, who became fair manager in 1955, has pushed year-round use of the fair grounds, and for the first time in the fair's history the fair's 1959 fiscal year, rentals were \$32,000, more than tripled what they were the previous year. One of Barron's policy is splitting up the headlines for the rodeo in the coliseum during the fair. Rex Allen has been set for three days (September 21-23), and the fair is currently negotiating for other names to work with the rodeo in the six days of the event.

Single Sale: 55,000 Tickets

INDIANAPOLIS—The Indiana Fair Bureau has purchased \$5,000 of the 200,000 reduced price, advance sale general admission tickets for the Indiana State Fair. The advance price is 50 cents, 25 cents less than the fair-time price. "We purchase these tickets as a service to farmers," George Gump, president of the Indiana Fair Bureau, said, "recognizing that the State Fair is a project and a service to farmers and knowing that Indiana farmers will enjoy attending the fair."

Ex-Mountaineer Named Manager Of East Tincup

DENVER—Pete Smythe, president of the East Tincup Corporation, has named Z. M. (Monty) Pike general manager of the Old West amusement park. Pike assumed his duties Monday (18). He had been director of services at nearby Magic Mountain for the

Fair 4th for Hunt

WINDSOR LOCKS, Conn.—Fourth of July here gave Hunt Bros. two half houses under Legion auspices.

past three years. Before that he was manager of the East Jefferson County Chamber of Commerce.

Originally opened May 27 under the name East Tincup, the new amusement enterprise is patterned after a pioneer village of the 1880's and is located on a 12-acre site.

Manassas Sets Go-Kart Races

MANASSAS, Va.—One of the features of the 11th annual Prince William County Fair, to be held August 6-13, will be "Go-Kart" races, on a new-constructed track. This will be the first year events of this type have been staged at the fair. The biggest power racers are expected to draw entrants from the Washington metropolitan area. Fair, sponsored by the Veterans Farm Club of Prince William County, expects to have an attendance of about 50,000.

Walt Johnston Joins Mid-South Fair Press Staff

MEMPHIS—The Mid-South Fair announced that Walter W. Johnston, a senior majoring in journalism and advertising at Mississippi Southern College, has joined its publicity department.

Johnston succeeds Malcolm Adams Jr., who has been appointed full-time director of the Fair-groves Amusement Park.

In his new post, Johnston will work closely with Early Maxwell Associates, the fair's advertising and publicity agency.

CARNIVAL OWNERS:

Get the jump on booking RIDES, SHOWS, CONCESSIONS and HELP you will need at the Major Fairs coming up in August, September and October.

The July 25 issue of The Billboard will be the annual Fair List Special, featuring the final listings of the 1960 Fair Dates.

This will also be the perfect issue in which to further promote and publicize your big share of Fairs to be played in the weeks to come.

Copy must be in Cincinnati Office by NOON FRIDAY, July 22

ARENA, AUDITORIUM NEWSLETTER

Busy Hartford

By TOM PARKINSON

DURING THE SEASON JUST COMPLETED, in 30th, Hartford's 3,277-seat Bushnell Memorial Hall represented its most varied program since its formal dedication early in 1930, according to Manager William H. Mortensen. He calls attention to the schedule as an example of what can be done with a well-equipped, privately operated nonprofit auditorium. More than a score of symphony concerts were presented, including those by some of America's largest orchestras and the Hartford Symphony. Dance performances were given by such troupes as the Ballet Russe, National Ballet of Canada, Chicago Opera Ballet, Jose Greco and Iglesias. Four grand operas built around Metropolitan stars plus several operettas were given to capacity audiences. Among the touring shows that enlivened the season were "Duke at the Top of the Stairs," "Most Happy Felicia," "World of Carl Sandburg," "Old Man In," "Look Homeward, Angel," "Gay 90's Nite," "Venema on Parade," "Dear Liza," "Street Scene," and "Ballad of Bay Doe."

World-famous concert artists, including Marian Anderson, Myra Hess, Jerome Hines, Michela Elman and Brigit Nilsson drew heavily, and there were musical evenings by quite another group of entertainers, including Louis Armstrong, Dave Brubeck, Mahalia Jackson, Anna Russell, Roger Williams and Erroll Garner. Since the Bushnell Memorial is well equipped for both 16mm. and 35mm. motion pictures, it made the most of its facilities. A dozen movies were scattered throughout the season, among them some outstanding imports such as "The Medium," "Boris Godunov" and "Eugene Onegin." Among the most popular of all events in the Hartford auditorium was the annual course of film-lectures, modern version of the old-time travelogue. Fourteen evenings of such offerings, plus several singing film-fleets, attracted capacity audiences. In addition to the above professional attractions, the Bushnell was host to a wide range of community gatherings—choral and glee club concerts, Christmas parties, fashion shows, dancing teachers' recitals, lectures, graduations, and union membership meetings.

Austin Tallies Up Season At Year's Halfway Point

MUNICIPAL AUDITORIUM AND Convention Center at Austin, Tex., at the year's halfway mark, tallied up its season so far and found that out of the first 173 days of the year, there were 128 separate bookings, most of them crowded into the busy time from March thru mid-June. It was estimated by Building Manager Francis Vickers that 220,000 persons have attended functions at the building since January 1. Affairs at the auditorium have included ice show Broadway plays, symphonies, ballets, dances, political dinners and conventions, school commemorations, private parties and banquets. The facilities have been used by 13 conventions since the first of the year and have been responsible for attracting 40,000 visitors. One of the major conventions made an immediate booking to return to Austin in 1962: The Pan American Student Forum, which attracts from 1,000 to 1,500 students each year, has made an annual booking to come in to be in the building next year for the third time. A most successful event was the Lyndon B. Johnson Appreciation Dinner which was served the night preceding the State Democratic Convention. Walter Jettison, of Fort Worth, brought 3,500 steaks with him and purchased 500 locally for the overflow crowd. The Auditorium crew, supplemented by 25 additional men, worked all night removing the dinner set-up and preparing the same area to accommodate 5,000 delegates for the State Democratic Convention which also was a very successful event.

Among the conventions were the Shriners of Texas, the Texas Service Station Operators, a lumbermen's group, the Future Homemakers, the Future Nurses, Texas Credit Union, the Music Educators, and the Laundrayers' Association. The local Broadway Theater League had a most profitable season, with more than 57,000 which was split between the local Jewish Congregation and the Downtown Optimist Club. One of the more unusual affairs was a National Harp Festival. Visitors from all over the world came to see and there more than 65 harps were used for a concert the final night.

The solidly booked fall season includes a new product showing for the dealers of Ford Motor Company, the State Congress of Parents and Teachers convention, United States Marine Band, Dukes of Dixieland, Austin Symphony Ball, several symphony concerts, dog show, church bazaar, State Teachers Convention, several cultural entertainment shows, "Fiorello," and several dances. The show seasons of 1961 and 1962 are already as heavily booked as 1960 was and several conventions have already been booked for 1963.

Kansas City Auditorium To Have Furnishings Show

FINAL PLANS for the first annual Greater Kansas City Home Furnishings Exposition and World's Fair Preview Show for October 3-9 in the Municipal Auditorium, were announced last week by John W. Daly, president of National Home Furnishings Shows, Inc., promoter for the Merchants' Association of Kansas City, the sponsors. The World Trade Fair part of the exposition will have representation within it 40 countries. These booths will be subsidized by the Merchants' Association. The theme of the exposition will be "Fashions in Furnishings" and local merchants in the home furnishings field will display exotic items from various countries which are now available at the retail level. The seven-day event will feature a Frank Lloyd Wright home which will be given away as a main prize, completely furnished.

Minneapolis Aquatennial Has Yogi Bear, Big Parade

MINNEAPOLIS — A record number of decorated floats and a three-year children's parade highlighted the 21st annual Grand Day parade and pre-parade show here Saturday (16) which opened the nine-day Minneapolis Aquatennial.

Huckleberry Hound, leading character of the CBS-TV animated cartoon of that name, took the spotlight at the pre-parade show in the Parade Stadium. Joining Huckleberry was Yogi Bear, his sidekick. The hour-long show also featured the Mat Gouze Tamburians; songs by the Lamplighters, official Aquatennial quartet, and a jule celebration by a seven-man Marine team.

More than 60 floats—greatest number in Aquatennial history—circled the stadium and the downtown area of Minneapolis. The parade lineup included 38 bands, 15 drum and hodge corps and 20 marching bands.

Minneapolis is in a holiday whirl of events, many featuring internationally known celebrities. At the stadium and the downtown area of Minneapolis, a perennial Aquatennial event, brings a crack water ballet, Olympic swimming and diving stars, comedy divers and a tugboat race by the Theodore Wirth Pool. The 14-performances run began Wednesday (13).

Biggest event of the Aquatennial Star Night and Coronation.

Masonic Temple, Detroit, Books Summer Concert

DETROIT — Masonic Temple Auditorium here is booking a summer concert for the first time in its history on August 15, with the New York Philharmonic, Leonard Bernstein conducting, to make this the second stop in its international tour. It plays a one-nighter the preceding day at the Atlantic City Auditorium and will fly the entire complement of about 10 persons by jet plane to Detroit.

Manager William E. Van Lopik reports the advance sale started off with \$6,000 already sold, although the ticket campaign does not begin formally until July 15.

Van Lopik, who is president of Detroit Rotary Club, discussed the scheduled concert of International Rotary at Tokyo next summer with Kunizo Matsuo, director of the Grand Kabuki Theatre, who is touring this country, and a member of Tokyo Rotary.

EVERY YEAR
MILLIONS OF PEOPLE
PLAY GOLF
MINIATURE GOLF COURSES
BUILT AND DESIGNED BY
ARLAND
7 TORY LANE, JERICHO, L. I. N. Y.
FROM MALIBU, N. S. TO NARRO, N. D. WE WILL PLACE ANOTHER 50,000 PLATES THIS YEAR.

What Do You Need?

Supplies and Equipment for
Popcorn • Peanuts • Caramel
Candy • Gum • Snowballs
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GOLD MEDAL DISTRIBUTION

POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service • GA-Field 4-1616

on July 22 will begin the reign of a new Queen of the Lakes. She will be chosen from 40 candidates representing Minnesota communities and organizations. Preceding the coronation at the Minneapolis Auditorium there will be a stage presentation which will include Nelson Eddy and Gale Sherwood, June Valli and Steve Lawrence. Hugh Downs, NBC-TV personality, will emcee the program, which will include numbers by the 40-voice Army Chorus.

Show business celebrities appeared last night (17) at the Aquatennial new outdoor spectacular, "Music on Parade," in the Metropolitan stadium. Heading the bill were Mahalia Jackson, Woody Herman and his 17-piece band, the Lambert, Hendricks and Ross vocal jazz trio and Vic Damone.

The Torchlight Parade, a nighttime procession of lighted floats, is scheduled for Wednesday (20) with a pre-parade show in the Parade Stadium. A variety of events are arranged for each day of the Aquatennial including water sports, aquatic, athletic events, luncheons, dinners, concerts and contests.

BALTIMORE, MD.

SERVING MINNEAPOLIS AND THE GOLD MEDAL Equipment and Supplies Distributors—Caters. Star. Kripky Kat. Complete Line Popcorn and Carnival Supplies.

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ON THE WEST COAST—For Gold Medal Supplies. Complete Gold Medal Supplies and Equipment.

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Serving California and West Coast. Complete Gold Medal Line. Popcorn, Equipment, all Supplies, all equipment required.

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"Your Instant Empire Headquarters for Concession Supplies"

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MAKES THE BEST CANDY APPLE FOR THE LOWEST COST
Write for Free Literature and
G. R. LOVING, INC.
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Proven, Profitable, Franchising System for
Popcorn, Shrink and Shrink Candy
Candy, Gum, Snowballs, etc.
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Popcorn Has More Than 500 Items for the Concession Trade
Including many exclusive specialties!
Get the Story on our NEW Candy-Apple Dip!

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GO GOLD MEDAL FOR THE BIGGEST PROFIT - MAKING ON THE MIDWAY

Every concession stand is more profitable with Gold Medal Equipment and Supplies. Here are just a few "musts" for your Profit picture:

WHEREVER you see a machine for Profit-making, you need Gold Medal Equipment and Supplies. Here are just a few "musts" for your Profit picture:

STRIPE FLOSS CONES
CANDY CANDY CONES
SHRIMP FLOSS CONES
For more sales appeal, use these new, striped floss cones. For more sales appeal, use these new, striped floss cones. For more sales appeal, use these new, striped floss cones.

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HOLLYWOOD 28, CALIF.
1520 N. Gower St.
HOLLYWOOD 9-5831

BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Featuring Zucchini, the Human Satellite, Shot From Atomic Cannon Over Two Ferris Wheels Nightly

Wanted for Champaign County Fair, Urbana, Ill., commencing Sunday, July 24; followed by Scott County Fair, Scottsboro, Ind., Aug. 1-5; then Cass County Fair, Cassopolis, Mich., Aug. 8-13; then the great La Porte County Fair, La Porte, Ind., Aug. 15-20.

CONCESSIONS: Hanky Panky Price-Every-Time Games of all kinds, Bird, Bear and Lamp Pitchers and Pitchers of all kinds, Basket Ball, Round Basket, Short Range, Age and Sex, Derby, Curd, Name-on-Mat, Nevada, etc. about 1000 Hanky Pankys to go with some. **SHOWS:** Any good Grind or Bully Shows with own equipment that cater to family rank. **HELP:** Man and Wife for new Two-Headed Baby Show. Want Farmers for 18-car Caterpillar and Roll-a-Plane. Must be licensed some drivers. Bonus paid weekly for drivers. All wires: C. C. CROSCUTH, Mgr., BLUE GRASS SHOWS, Converse, Ind., all this week.

Monarch EXPOSITION SHOWS

Now booking for the St. Clair County Free Fair, Belleville, Ill. 10 days, July 28 thru August 6 (125,000 attendance last year). Followed by Carroll County Fair, Milledgeville, Ill. (Fastest growing fair in the State.) Then the big Warren, Ill., Centennial Fair.

CONCESSIONS: Can place Hanky Pankys, all kinds, Long Range, Custard, Ice Cream, Novelty, Cigarette Black, Pitcher, Jewels. CAN PLACE GOOD COOKHOUSE FOR MILLEDGEVILLE AND BALANCE OF SEASON.

HELP: Want Wheel Foreman and Second Man. Also Help for Tilt, Octopus and Kid Rides.

FOR SALE: Beautiful Dark Ride mounted on two 34-ft. semi trailers. Terms to responsible party.

M. E. REID, Manager GEORGE GLOYD, Asst. Mgr.
Carlinville, Ill. (Fair), this week; Belleville, Ill. (Fair), next.



ROHR'S MODERN MIDWAY

MADISON COUNTY FAIR

Highland, Ill., July 26-30

VERMILION COUNTY FAIR

Danville, Ill., July 31-Aug. 4

KANKAKEE COUNTY FAIR, KANKAKEE, ILL., Aug. 6 thru 11

COMBINED WITH THE NATIONAL CHAMPIONSHIP RODEO AND A CIGARETTE PROGRAM FOR EVERY AFTERNOON AND EVENING.

NATIONAL GLADIOLUS FESTIVAL

Momence, Ill., Aug. 12-13

RANTOUL, ILLINOIS, Aug. 15-20

Then into the South for Fairs and Celebrations until November

CONCESSIONS: Can use a few more Hanky Pankys.

SHOWS: Will book Funhouse or any family-type Show.

Contact D. J. ROHR, Mgr., Grant Park, Ill., July 18-24; then per route.

BUREAU COUNTY FAIR

Princeton, Ill., Aug. 23-27

NATIONAL SWEET CORN FESTIVAL

Maestown, Ill., Sept. 1-5

RIDES: Will book Paratrooper, Dodgem, Rock-a-Plane, Round-Up.

HELP: Can use Kiddie Ride Man that drive.

July 18-24; then per route.

THE GREEN TREE SHOWS

Want for the following FAIRS

Adair County Fair, Columbia, Ky., July 25-30

Russell County Fair, Russell Springs, Ky., Aug. 1-6

Taylor County Fair, Campbellsville, Ky., Aug. 8-13

Esch County Fair, Irvine, Ky., Aug. 15-20

Wise County Fair, Wise, Va., Aug. 22-27

CONCESSIONS: Bingo, Glass Pitch, String Game, Basketball, High Striker, Age & Weight, and all types of Honky Pankys.

HELP: Can use Coaster Foreman, must know ride. Top pay & bonus; also Second Man for Wheel. You do not have to drive.

SHOWS: Can place Side Shows, Girl Shows, Snake Shows, Funhouse, Wildlife and Monkey Show with own equipment. Will place for committee money only.

All replies to JOHN M. HULS, Paris, Ky.

250,000
Attendance

TIMONIUM MARYLAND STATE FAIR NOW BOOKING

Concessions of all sorts (No Racket). Shows of merit. (No Girl Show).

RIDES: Scramble, Round-Up, Wild Horses, Flying Car.

Contact GEO. J. MARSHALL, Jr., Phone: Baltimore RI 7-4913.

Available at Fairsground every Fri. & Sat., 12 noon-2 P.M.

Call 10 A.M.-11:30 A.M. or 5 P.M. to 6 P.M.

Aug. 29-Sept. 10
1960

KANE, PA. BIG FOREMAN'S CELEBRATION

July 25 to 30

Two big old Home weeks to follow. Want Hanky Pankys, Nickel Pitch, Coin Pitch, Round-Up, Basket Ball, Games, etc.

EDDIE'S EXPO. SHOWS

Call 10 A.M. to 11:30 A.M. or 5 P.M. to 6 P.M.

Calgary Stampede Off Slightly for RAS

Lower Attendance Cuts Receipts; Ride Business Holds Up Firmly

CALGARY, Alta.—Midway receipts for the Royal American Shows thru Thursday (14), fourth day of six-day Calgary Stampede here, were 4 per cent under those for the corresponding period last year.

The small drop-off was ascribed to lower Stampede attendance, and this, in turn, was charged against a combination of factors. Weather was extremely hot. Admission to the Stampede was higher, 50 cents as against 25 cents last year. And, this year the Stampede was without the lure of Britain's Queen Elizabeth, whose appearance last year was a tremendous game bypo.

The total receipts were off, ride grosses held up firmly, with a decline in receipts for shows accounting for the 4 per cent drop in the total. All of the rides were given strong patronage.

Of the shows, Leon Claxton's Harlem in Havana was the top money-getter. In order, Club Lido,

Dick Best's Side Show, and Blazing Six Guns followed.

Many fair people and showmen visited the midway. Among those noted were Doug E. Baldwin, manager of the Minnesota State Fair, Earl J. Bailey, secretary of the Indiana State Fair, and Mrs. Bailey; Donald L. Swanson, manager of the Michigan State Fair; Howard Henry and Gordon E. Bond, vice-president and director, respectively, of the Ottawa Exhibition, and Don McDonald, president of the Regina Exhibition.

Also William Dennis, controller of the Canadian National Exhibition, Toronto, and Mrs. Dennison; Du K. Thuber, manager of the State Fair of Montana; Great Falls, and Mrs. Thuber, Mr. and Mrs. K. Warden and Mrs. Roy Carroll, all of Great Falls, and Mr. and Mrs. Bill Muir, Dr. Douglas Leitch and Mrs. Muir, and George Chapman, representing the Edmonton Exhibition.

Bridgeport's Barnum Fest Rewarding for M. D. Shows

KIMBERTON, Pa. — Two good spots for the M. D. Shows were followed by the fair here. Eight days in Bridgeport, Conn., at the Barnum Festival proved very successful, with some rain marring the proceeding, but satisfaction resulting when weather cleared. Show was in the beach area and all hands did well.

Arlene Dembosky and Eva Daniels handled the office and

Ed Bedorhen did a fine job in his second year as midway boss for Bridgeport. Trip back to Easton took five hours because of heavy highway traffic, but everything was set to go by noon on Monday (11).

Easton opened strong. Four new tractors were added to the fleet. Kimberton, a rewarding firemen's date, lay ahead for nine days. Mike Dembosky, general manager, and Sydney Daniels, assistant, took off on a booking trip.

Harry Modell was active with five concessions. George Regan joined in Easton, Harley Bass had five. Jimmy Stable was a visitor.

Mass. Wind-Up Bonanza for Vivona Units

TOTOWA, N. J. — The first of 14 weeks of fairs yielded this year's best gross for Amusements of America at Brockton, Mass., where weather was ideal for the entire nine days ending Saturday (9). Hammon's Italian Feast followed.

Concession spending was off at the July 4 week, fair in Massachusetts, but rides and shows rolled up a staggering gross for what is traditionally a lethargic week in the East. It topped \$40,000 before the weekend arrived. Among high-money units were the new Dodgem and the Scrambler, which was delivered in time for Brockton.

New England visitors were numerous. Concessions around the grounds included Joe Russo, Buck Allen, Pie Weinberg, Don Crawn, Scotty Howard, J. R. Howland, Sam Smead, Al Dorso, Morris Friedenhein, Lou Lange, Marie Corey, Johnny Miller, Aaron Hynes and Kelly the candy man. Fred Markey of the Dodgem Corporation visited, along with the arrival of four more new cars for the show's ride.

The Vivonas are decorating ride trailers with their fair dates: Hugginsville, Pa.; Hagerstown and Cumberland, Md.; Kutztown, Pa.; and Lehigh Valley, Pa.; Trenton, N. J.; Frederick, Md.; Florence and Sumter, S. C.; Lumberton, N. C.; and New York and Charleston, S. C., in that order.

Exira, Ia., Up For Davidson, Tho Fire Hits

EXIRA, Ia.—Despite a midway fire on Thursday United Shows during a July 4 celebration here, the show was able to rack up a 30 per cent increase in gross over figures recorded at the 1959 event, and last year's was announced by Owner B. E. Davidson, that the show had been re-signed for the 1961 event here.

A firecracker was blamed for the flash fire that caused loss of one concession and water and smoke damage to the show's office trailer. A Mush Weir lineup concession. Quick action by show personnel saved the concessions of Donald Vogt and Marvin Homsey, and also the midway was unscathed at the time, no one panicked and there were no injuries. Later in the day L. T. Vandenberg, who owns a portrait concession, was cut severely on the right hand when a bottle of acid exploded during his darkroom operations.

WANT AGENTS

For Hoosier Concession

Also Rings Here

JIMMY HARRISON

c/o WM. T. COLLINS SHOWS

Minot, N. D., this week; then per route.

TINTYPE

Been Independent Since He Was 14

CONSIDERING he never held a real job, Sid Daniels figures he's done okay in life. Hopscotching around the East Coast is a far cry from life in Reading, Pa., where he entered the world on September 10, 1904. . . . Started selling ice cream and newspapers when he was 14. Now Reading is important to him only incidentally as a home town—primarily as a fair date.

Daniels is known widely as an independent operator of hot stands, eye and scales and games, and for being pretty handy in laying out lots and shagging rents. . . . In his mobile home at the Philadelphia

Sid's lot knowledge goes deep and far, and stems, he says, from the late William B. Moore of the C&W Shows. "Absolutely, bar none, the greatest fixer in the world," period. "What I did know, nobody knew." . . . In association with Irene B. Moore, Sid has had a couple of kiddie rides in recent seasons. . . . A gold card member of the Miami Showmen's Association, he's always active there. Works with Willie Lish to put on the booming Christmas party there. Spends hours at the club (usually home at 5 p.m.) at his No. 1 habit. Eva reports: "I always know where he is. Playing barker with the gang." The gang is Harry Modell, Al Hamid, George Langley and Sidney Daniels, and their version of barker is in the true classic tradition—"with all the hollering and the yelling and the screaming."

This year Sid and Eva, tired of shopping for places to stay, bought a mobile home. On the road they continue the comfortable family life they have in Miami. . . . Step out once in awhile, buy themselves from the clubs. Eva's a real worker, corresponding secretary with the Ladies' Auxiliary, with Eastern Star, on the board of Beth David, in Hope School activities. . . . Sid's got it pretty soft at home. Has a "Florida room" in the house, but since his wife got him push-button TV for the bedroom, "try to move him away from it. Just try."

Now 55, he has no regrets about his choice of businesses. "It's been fine. Always the greatest in the world, especially during a depression, as long as you have credit and friends. . . . Got married to Ben Hoff, who carried me 'til I hit. He was a sissy, but he figured me right." . . . Carnival life's given him friends, confidence. "From under his Panama hat and behind his glasses he asks, 'What's wrong with that?'"

Irvin Kirby

SID DANIELS

Circus date, with wife, Eva, second guessing along the way ("What you want to say that for?") he thought back to days of California Kelly. . . . "An original peek show man," Daniels recalls. "I learned a lot from him and the others." . . . Sid got an agent's job in Carson Park, Reading, propelling him on a life of midway activity.

Went on fairs, later toured the route alone, selling ice cream. As a youth, trailed Ringling with his ice cream, then drifted into weight guessing. . . . In 1930 turned to novelties, then monogrammed hats. . . . "Always on my own," he says, "that's the way I like it."

Toured with Polly & Zeidman, Cap Sheesley, Johnny J. Jones, World of Mirs, Cetlin & Wilson, Gruberg, Hannum, many other midways. Jumping around, hopscotching. ("They called me the Hit and Miss Kid.")

During World War II he toured the States, also landed a few scotch units. Went with John Marks, Art Lewis. Started hitting circus dates around Philadelphia. Last couple years he has been a lot man and aid on the M. D. Amusements, plus concessions on the show and independently. . . . Has many long-time agreements, playing the New Orleans Mardi Gras since 1926, the Apple Festival in Winchester, Va., and the Allentown (Pa.) Fair, both for the last 32 years. Busy at York, Pa., where he's got 15 stands. He's also doubled in games, custard trucks, food-off-season store operations. . . . One winter store date, in Baltimore, netted him Eva Friedman, now Mrs. Daniels.

It's been a lasting thing, they beam. Have a devoted architect son in Baltimore, four grandchildren. Elmer Daniels' Master Craft Fixture Company designs and makes vending unit cabinets. . . . His parents took Elmer on the road once on the Sheesley show for two weeks. It rained. "That was it for him. A real carney," Daniels grins. . . . But Elmer went along with the folks for a number of years during school vacations.

Motor State Scores Record Cele Gross At Fenton, Mich.

FENTON, Mich.—The Motor State Scores racked up a record gross for the July 4 celebration here auspiced by the Chamber of Commerce. Show owner J. J. Frederick said receipts were substantially the highest for any previous year for the celebration.

The No. 1 unit, which played Lake City, Mich., topped last year's gross. A new Scramble circuit for the No. 2 unit. Three more kiddie rides are to be added to the No. 1 unit toward the end of the month which, Frederick said, will up the total number of rides to 17.

Recent visitors included Frank Busch of the Bernard and Barry Shows, Jim Ackley of the King Show and John Lowrie of the Cook shows.

Hot Springs Offers Paid Trip for Two

HOT SPRINGS—The Hot Springs Showmen's Association is offering an all-expense paid free trip to Hot Springs for two persons in connection with its annual fundraising drive. The trip will include seven days at a top motel, plus six days of "entertainment," daily beauty treatment, baths at the Maurice Bath House, limousine service, and meals.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

JULY 24-30
LOGANSPORT, IND.
CASS COUNTY FAIR
Can place Monkey Pans, Crochets, some Direct Sales, No Corn, Apple or Flax.

AUGUST 1-6
ELMORA, IND.
DARVIES COUNTY FAIR
Can place Monkey Pans and some Direct Sales.

AUGUST 7-12
CENTERVILLE, W.D.
WAYNE COUNTY FAIR
Can place Monkey Pans and some Direct Sales.

JULY 25-30
BUNKER, N. Y.
CHAUTAUQUE COUNTY FAIR
Can place Monkey Pans and some Direct Sales.

AUGUST 2-6
GREENTOWN, IND.
HOWARD COUNTY FAIR
Can place Monkey Pans and some Direct Sales.

AUGUST 8-13
MONROE, MICH.
MONROE COUNTY FAIR
Can place Monkey Pans, Crochets, Taffy and Praline Pops.

JULY 25-30
ADAPPO, IND.
JEFFERSON COUNTY A-H FAIR
Can place Monkey Pans and some Direct Sales.

AUGUST 4-6
WEST LAFAYETTE, OHIO
CHAMBER OF COMMERCE ANNUAL HOME-coming
Can place Monkey Pans of all kinds. A good three-day spot.

AUGUST 8-13
BRYAN, OHIO
CHAMBER OF COMMERCE JUBILEE CELEBRATION
Can place Monkey Pans and some Direct Sales. No Corn, Apples, Flax, Eggs or Drinks.

—WRITE—GOODING AMUSEMENT CO.—WIRE—
3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

GOLD MEDAL SHOWS #2

15 FAIRS

15 FAIRS

Can place for Amherst, Va., Chamber of Commerce Celebration, followed by Page County Fair, Luray, Va., and Montgomery County 4-H Fair, Christiansburg, Va.

CONCESSIONS: Bingo. Attention, Bingo operators! These two fairs have played for the past three years by the Jones Bingo Will sell "X" on Photos, Custard and Ice Cream. Can place Diggers, Long Range, High Striker, Pitch-Till-You-Win, Basket Ball, Glass Pitch, Penny Pitch, Bear Pitch, Rat Game and all legitimate concessions.

SHOWS: Snake, Wildlife, Monkey and Glass House.

RIDES: Will buy late model Octopus with trailer.

HELP: Lou Pease wants for new 110-foot Side Show, Sward Swallower, Magician, Tattoo Artist, Half and Half, Ticket Sellers and Grinders. Addie Evans, came on. Want young attractive Girls for office-owned Girl Show. Paid nightly. Tomi, Audrey, Mildred, John and Orsi, come on.

AGENTS: Need Agents for Raffle, Six Cats and Buckets. Chew Tobacco Caroline and Brownie, cantact.

ALMON BRANNON, Narrows, Va., July 18-23



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

DELAWARE STATE FAIR, HARRINGTON

6 DAYS-6 NIGHTS JULY 25-30

EARLIEST AND LARGEST STATE FAIR IN THE EAST

CAN PLACE

SHOWS: Reptile, Monkey Show, Funhouse and Glasshouse.
RIDES: Wild Mouse, Octopus, Helicopter and three or more Kid Rides.
WANTS: Foremen for Caterpillar and Whip also Second Men on all rides. Must drive.

CONCESSIONS: Games of all kinds, Long and Short Range, Photos, Bear and Glass Pitches, Arcade, Arts and Drinks. Will book Alibi with Monkey Pans. Ches. Gross wants Picture Frame Agents.

BRIDGETON, NEW JERSEY, TO FOLLOW

All address PREL'S BROADWAY SHOWS, Red Lion, Pa.

KING REID SHOWS

NOW BOOKING FOR THE FOLLOWING FAIRS

SKOWHEGAN, MAINE. . . AUG. 13-20 ESSEX JUNCTION, VT.
UNION, MAINE AUG. 22-27 AUG. 29-SEPT. 3
EASTERN STATES EXPOSITION, SPRINGFIELD, MASS., SEPT. 17-25

WANT
RIDES: Octopus, Rail-a-Plane, Rack-a-Plane and one more #5 Wheel.

WANT 2 RIDES FOR EASTERN STATES EXPOSITION, such as Sky Wheel, Rotor or Wild Mouse

SHOWS: Organized Minstral Show with own wardrobe. (We have all other necessary equipment, Wildlife, Mataram, Midget Show, Life Show, Midget Horse, Monkey Speedway or Drama.

CONCESSIONS: Want legitimate Concessions of all kinds.

All replies to KING REID SHOWS
St. John, N. B., Canada, July 18-23; Monton, N. B., Canada, July 25-30.

Grosses Are Up For Down River In Michigan

STOCKBRIDGE, Mich.—Business has been up 15 to 25 percent over last year this far for the Down River Amusement Company. Owner-Manager Severin Hilo, who was in poor health this winter and spring, has been "taking things easy," but is on the lot and in the office wagon daily.

The Down River Shows moved here last week from Plymouth and laid over several days on the lot on the outskirts of the village in preparation for the Stockbridge Fair, which opened Tuesday (12). This is the 14th straight year Hilo has played the American Legion-sponsored event.

Dave and Patty Winnie, father and daughter high act, joined as a free attraction for the fair here.

The show will return here in the first month for the community's 125th anniversary celebration to play on the town square and downtown streets for six days. This show is sponsored by the city and is a major civic event, with a number of special features.

Wayne River started the season at Down River the end of May with rides only, under sponsorship of a supermarket. There was rain five days out of eight, but the rides, operating on a paved parking lot, did good business.

Stands at Seven Mile and Greenfield roads, Detroit, southeast and the Knights of Columbus, and at Romulus for the Junior Chamber of Commerce, followed.

The show played a four-day July 4 show at Plymouth, and Hilo reported that the rides did 25 percent better than last year.

Following the return engagement here, the show will play a series of Eastern Michigan dates including church sponsorships, the Arenac County Fair at Standish and the Oshtemo at Albion. Closing will be October 8 at Dearborn, the show currently carries 10 rides and about 20 concessions.

The show had one casualty at Plymouth, when Mrs. Betty, wife of the owner of the Hot Rods, was struck by a car. Her leg was fractured in two places and she will be unable to return to work for about two months.

The show's roster includes: Severin Hilo, owner-manager; Harriett Hilo, secretary and The Billboard agent; Howard Richmond, bill poster; Bob Fitzgerald, clown and concession manager; Donald Greinke, ride superintendent and electrician; Joe Brown, searchlights.

Side personnel—Lillie Wright, Adolph Petch Jr., foreman; Richard Mewton, Merry-Go-Round; William Bert Williams, foreman; Willie Freeman, Ferris Wheel; Charles Tripp, foreman; Arnold Tripp, Roll-a-Plane; Lawrence Monahan, foreman; Fred Mann, foreman; Richard Beatty, Flying Saucers and Kiddie Airplanes; Leonard Sergeant, owner-manager; Katherine Bergman, Autos and Rocket Ship; Dave Smith, foreman; John Bella.

Concessionaires—Harriet Hilo, popcorn; Frances Greinke and May Monroe, games; Earl Wright, roll-a-ball; Lawrence Wright, agent; Raymond J. Crying-Spinner; Frazier, 2; Raymond Jr. and Opal Frazier, kids; Bob FitzPatrick, slot; Lucille FitzPatrick, agent; Norman Smith, 2; Eileen Johnson, Dog and Fogarty and Doug Rowe, games; Pete Phost, rolldowns; Minnie Phost, agent; Al Clodner, 3; Bob Mawley, May Clothier and Child; Fred Clothier Jr., agents; Richard Joseph, game; Frank Wozniak, game; Marie Wozniak, agent; Mr. and Mrs. Charles Tripp, slum spindle; Fred Smith, jewelry; Maggie

Reid Perks Along On Canadian Trek

Business Generally Good as N. B. Swing Begins; Ormstown 'S Surprises

NEW CASTLE, N. B.—King Reid Shows are perking along nicely on their annual Canadian tour, with business generally satisfactory to date. Show looks its nearest in popularity, with 12 adult rides, 4 kid rides, 8 shows and some 50 concession units. Outside of one or two after dark breaks, things have been okay.

Roundup since season's opening at Newport, Vt., is as follows: American Legion sponsored the kick-off, and Payson Davis, mayor of Newport, attended. Business was okay and the crossing into Canada was held at Rockwood, Que. in record time, under direction of Charlie Joyce. Caravan of 90 truck units and 211 people cleared customs in less than three hours.

New Sherbrooke Lot

Sherbrooke, Que., proved all right. Show played beautiful Jacques Cartier Park, first time since 1959. The show, owned by Al Lewis' Side Show got considerable newspaper and radio space on his return to Sherbrooke after 10 years. Leaving the date, the Coniel trailer was damaged when forced off a bridge abutment, and it was returned to Newport for repairs prior to the fair season.

Ormstown, Que., grossed 30 percent better than last year, with the fair management pulling record attendances. Reid was given credit for instituting a hard-surfaced midway there, made possible by the arrangement of a one-year contract. Visitors included many from Racine Greater Shows, Rules Racine, All-Canadian Shows, and Bernard and Berry Lewis also visited.

Lachute, Que., home of the Argenteau, a first, oldest agricultural exhibition in Canada, proved surprisingly good, and the 1959 grosses were easily outdistanced. Closing will be at the Flying Crocket and Skooter Side Show and Club 17 Revue were leaders on the back end.

Trois Rivieres, return date on the fairgrounds, fell off somewhat from the previous year. Threatening weather prevailed all week. The move into town was hampered by winds of hurricane velocity. Only damaging incident was the turnover of a nearly completed show front, which was upended by its tractor and trailer by winds on a bridge. There were no injuries.

Edmundston, N. B., followed an overnight stop at Riviere De Loup en route out of Quebec Province. The arrival two weeks earlier than usual conflicted with graduation week, which was one reason offered for revenue which lagged behind 1959. There were no shows charted in New Brunswick, of which this was the first.

Staff, Units Listed

King Reid continues to hold fort in the swinging circuit, with Mrs. Reid being in charge of the office. Also on the staff are Morris Almer, legal adviser; Charles Joyce, central agent and lot man; Mae S. Hong, press agent; Tommy Austin, purchasing agent, mail and The Billboard; Al Thomas, electrician; Toby Kneeland, show painter; C. P. Henry, chief bill poster; Willie De Vito, head mechanic; 1959, head of the show; John Reynolds, front gate and towers; and Betty Beitz, captain of ticket sellers.

Ride line-up consists of two Fer-

ris Wheels, Fly-o-Plane, Scrambler, Flying Coaster, Dippy-Doeddy, Merry-Go-Round, Tilt-A-Whirl, Pretzel, Paratrooper, Roller Coaster, Dodgem, and kiddie Wheel, Turnpike, Airplane, Moto-Wheel and Boats. Shows are "Can It Be Possible?" by Lew Alter, Man-Killer Reptile, Funhouse, Club 17, Congo, Lion Show, Hit Club and Miller's Arcade.

Faces along concession row include many veterans of the Reid operation. There are Harry Agne with the bingos; Pat and Fletcher Petrie, diner and grab; Art and Nick Pinosault, candy floss; Tommy De Vito, French fries and popcorn; Willie De Vito, 3; Mother De Vito; Freddie Pruno, 2; Raymond Lewowski, 4; Sina, Litchfield, 6; Frankie Allen, 5; Ray Miller, 5; Mrs. Lillian Mellor, 5; Mr. and Mrs. Sinclair, 2; Arthur Bueck, 4; Bernard's novelties and snow cones, and Jerry Vachon, 1.

Business Up To Weather for Nolan's No. 1

FOREST, O.—"Any time the weather is good we make money," Manager Charles Spileton, No. 1 of the Nolan Amusement Company, No. 1 unit, reports. The show played the three-day Harvest Festival in Forest, Ohio, Saturday (9) to excellent business.

Opening day featured a street parade with some 15 bands and a Queen of the Circus. Fireworks were a big crowd Friday. An automobile giveaway was featured Saturday.

The No. 1 unit, operating in Ohio since early spring, encountered generally adverse weather until a few weeks ago. Most early spots were rained out for at least part of the engagement, and business was reported considerably under last year as a result.

Spileton joined the show four weeks ago. He managed the W. G. Wade Shows' No. 2 unit last year. A son of the late Charles Spileton, a concession supply dealer, he at one time had an independent carnival organization in Michigan.

The first stand under Spileton management was a four-day celebration for the Annunciation Greek Orthodox Church in Cleveland, close to the downtown area. Weather was good, with business matching the weather.

A five-day stand at the Grace-Land Shopping Center in Columbus followed, with rides and direct sales concessions only, yielded highly satisfactory results.

An evening circus-style jump to Marysville, O., for a three-day July 4 celebration followed. The first two days were poor, but the holiday itself produced high business.

Scott Crevinger, an assistant treasurer of the Ohio State Fair, was chairman of the event, sponsored by the American Legion, and used his showmanship experience in the Marysville arrangements and handling operation details.

A business stimulus was provided by the Miller Bros.' Circus, operated by Fred W. Miller, who played an unexpected fill-in engagement day-and-date on the Forest unit.

From Forest, the Nolan Amusement unit, with five of five operated by

(Continued on page 59)

W.G. WADE SHOWS

—LAST CALL—

DELAWARE COUNTY FAIR

10 DAYS—JULY 28 THRU AUGUST 6
MUNCIE, INDIANA

ONE OF THE LARGEST COUNTRY FAIRS IN THE UNITED STATES

—CAN PLACE—

RIDES: Paratrooper—Rouped-Up—Dodgem—Dork Ride—Heli-copter or other Novelty Rides.

SHOWS: Illusion, Fiat, Animal, Drome, Monkey, Giant Steer, Fish, Fun House, Circus, Circus Side Show or other outstanding attractions. Must be neat and flashy.

CONCESSIONS: Games of all kinds, Ball, Color, Mouse, Pitease, Water, Arcade, Drums, Scales and Age, Dip, Derby, Spindle, etc. (Will accept certain Alibis with Henky Panks.)

OUTRIGHT SALES: Cookhouse, Grab, Lemonade Shake, Root Bear, Ice Cream (Snow sold), Popcorn, Floss, Long and Short Range, etc.

HELP: Can place first-class Merry-Go-Round Foreman.

Reply to D. WADE, W. G. WADE SHOWS

Ask information for phone number in office, Frosier, Mich., now thru Sunday or wire via Western Union to D. WADE, 504 Park Avenue Building, Detroit, Michigan, now thru Saturday. All communications after Sunday, July 24, to D. WADE, Roberts Hotel, Muncie, Indiana.

GOODING WANTS

RIIDE FOREMEN

For new Frolic, also Spinaroo. Can also place good Funhouse Operator. Can use Helpers on all Rides.

TOP SALARY

Semi Drivers preferred. Good equipment, pleasant working conditions, long season South, year-round employment.

At the close of the season we will need 50 additional employees in our new factory.

Must be entirely sober and reliable. No floater.

No collect wires or transportation to join—if you can qualify, address

GOODING AMUSEMENT CO.

3200 Valleyview Drive Broadway 4-5131 Columbus 4, Ohio

SCHAFFER 20th CENTURY SHOWS

WANT FOR THE FOLLOWING FAIRS:

Quincy, Ill., July 26-Aug. 5; Davenport, Ia., Aug. 6-13; Cedar Rapids, Ia., Aug. 14-21, and 10 more fairs to follow.

CONCESSIONS: High Striker, Long Range, Roman Targets, Lemon Shake-Up, Hot and Hot, Candy Pops, Snacks, Funhouse, Motor-drome, Snake, Arcade, Grand Shows, Rides! Will book Mad Mewse or any other rides not conflicting. HELP: Ride men who drive, come on top wages. Show Porter and Rocky Martelli, can use Alibi Agents and Henky Park Agents. Write or wire: W. A. SCHAFFER, Mgr., Tulsa, Okla., this week.

NEW ENGLAND AMUSEMENTS

Want for Buildables, Vt.—First show in 10 years

Can place Merchandise Concessions, Henky Panks and Fishes, Binge for this date. Flat or P. C.

Want former for Farris Wheel, Second Man for Tilt. Salary, all you are worth plus bonus. Experienced only.

Phone or wire HARRY J. KAHN

North Brookfield, Mass.

GIRLS WANTED

Jerry, Shirley and Charmaine contact. Enticing for fairs. Good salary, transportation furnished. All girls come on. No female impersonators wanted. Call Gibson City, Ill., week July 18-23; Lawrenceburg, Ind., week July 25-30.

BUZZY MILLER

PARADA SHOWS

LOUISIANA, MO. REUNION, THIS WEEK, LAUREL IN THE STATE, JULY 11-23; 30 days later, MO. REUNION, JULY 24-30; 30 days later, MO. REUNION, JULY 31-30; 30 days later, MO. REUNION, AUG. 1-30; 30 days later, MO. REUNION, AUG. 31-30; 30 days later, MO. REUNION, SEPT. 1-30; 30 days later, MO. REUNION, SEPT. 31-30; 30 days later, MO. REUNION, OCT. 1-30; 30 days later, MO. REUNION, OCT. 31-30; 30 days later, MO. REUNION, NOV. 1-30; 30 days later, MO. REUNION, NOV. 31-30; 30 days later, MO. REUNION, DEC. 1-30; 30 days later, MO. REUNION, DEC. 31-30; 30 days later, MO. REUNION, JAN. 1-30; 30 days later, MO. REUNION, JAN. 31-30; 30 days later, MO. REUNION, FEB. 1-30; 30 days later, MO. REUNION, FEB. 31-30; 30 days later, MO. REUNION, MAR. 1-30; 30 days later, MO. REUNION, MAR. 31-30; 30 days later, MO. REUNION, APR. 1-30; 30 days later, MO. REUNION, APR. 31-30; 30 days later, MO. REUNION, MAY 1-30; 30 days later, MO. REUNION, MAY 31-30; 30 days later, MO. REUNION, JUN. 1-30; 30 days later, MO. 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GOODING AMUSEMENT CO.

Can Place Concessions

DUNKIRK, NEW YORK CHAUTAUQUE COUNTY FAIR JULY 25-30

Can place Honky Tonks and Direct Sales.

Write—GOODING AMUSEMENT CO.—Wire

R. G. CASHNER, Concession Mgr.
3200 Valleyview Dr. Columbus 4, Ohio

WANTED LABOR DAY DATE

ONE OF THE FINEST MOTORIZED CARNIVALS IN THE EAST AT LIBERTY FOR LABOR DAY WEEK

Prior to Labor Day we are in Essex Junction, Vt., closing there midnight, Saturday, Sept. 3. Have 20 Rides, 12 Shows and 50 Concessions. Can divide for worthwhile dates. Wire as per route.

KING REID SHOWS

This week, St. John, N. B., Canada; next week, Moncton, N. B., Canada.

WORLD OF PLEASURE SHOWS

Want for Kaslo County Fair, Warsaw, Ind., Aug. 1-6, and a solid route of fairs to follow.

Especially want Scrambler.
Also want Looper or any Major Ride not conflicting.

Want Honky Punks of all kinds.

Will place family type Grand Shows. Contact

ROD LINK or BUD DAVIS

Bottle Creek, Mich., this week. (Phone in office.)

WANTS—POWELSON—WANTS

Games of all kinds—Long and Short Range, for following locations:

LAWRENCEBURG, INDIANA, FAIR, JULY 25-30.
MOUNDSVILLE, WEST VIRGINIA, FAIR, JULY 26-30.
DRESDEN, OHIO, HOME COMING, JULY 27-30.

Also clean Bally and Grand Shows and Funhouses for the above locations.

Contact immediately

POWELSON AMUSEMENTS, INC.

Box 125, Colchester, Ohio Main 2-1727

WANT—THREE SPOTS—WANT

NORWALK LIONS SCHOOL FAIR AUG. 15-20

On High School Grounds, Church, P.T.A.'s Participating.

Want: Rides, Stock Concessions, Novelties, Grand Shows.

BETHLE A.M.E. Church Grounds, Conn., July 25-30.

North Main Street, Hartford, Conn., July 25-30.

Want: Stock Concessions of all kinds.

SHOPPING CENTER AUG. 1-8

Want: Stock Concessions, Grand Shows, Novelties, etc.

All answer: PAUL OLLIS

2 Highland Drive, Norwalk, Conn.

Phone: Norwalk, Temple 8-2665 or Hartford, Conn. JACKSON 3-6755

DIXIE AMUSEMENTS

CONCESSIONS: Wire String Game, High Stakes, One Ball, Cat Rats,

Fish Pond, Photos, Roman Targets, Balloon Darts, Coko Bottles, Short

Range and several other Honky Punks.

All Fairs and Celebrations until Oct. 8

WANT: Wire String Game, High Stakes, One Ball, Cat Rats, Short

Range and several other Honky Punks.

CONTACT: Clifford Davis, Mgr., or come on. Fairfield, N.H.,

July 19-25; Windsor, N.H., July 27-28.

BILLPOSTER

WANTED immediately with own transportation. This job open due to sudden illness of present Billposter. This is a get in for balance of season with big show, but you must be able to put this paper up. Phone or wire

AL KUNZ, STEWART SHOWS, Mt. Vernon, Ill., this week.

Redwood City For Crafts Expo

SOUTH SAN FRANCISCO — Crafts Exposition Show Unit finished better than expected at the Buri-Buri Shopping Center, along historic El Camino Real Highway. Business, while good here, nevertheless provided ample time for much-needed rest after the July 4 week at Redwood City's Annual Peninsula Celebration.

The Redwood City stand was up for the week, even though the gross was down 10 per cent on the holiday. Reason for the July 4 drop was that the holidays last year fell on a Saturday, with a crowded mid-way until after 1 a.m., whereas this year crowds started leaving shortly after 11 p.m.

For the July 4 stand, the show erected 16 major and 10 kid rides, 5 shows, a huge bingo tent, 83 concessions, as well as 20 booths which the show furnished for local charitable organizations. Ralph Christensen and his crew put up all of the committee booths, as well as the 13 concessions of his own. Eta Kotarokas was in charge of ticket sellers.

Concessionaires who made the holiday spot, in addition to the regulars, included Ruth (Kortez)

Davis with Annabelle Patchette, Ray Leefe, Babe and Moxie Miller, Donna Freedman and Murphy Spotted Keman. New trailers this year are newelyrics Jerry and Toni Rahn, the show electrician, and Roger R. Warren Jr. is working in his dad's cotton candy stand for the seventh year. Other vacationers are Ralph Christensen Jr., working one of his father's stands, and David Thomas, who helps his father, Victor, on the ball game. The other Christensen youngsters, Mike now is a baby sitter, while Jimmy Short is helping his father, Eldon, who has the Derby, until the school bells ring again.

This year is a "bumper baby" year. It began with the arrival of Kathy Ann, the first grandchild of the Roger Warrens. A daughter was born to Lynda Kuropatava July 12. Pat Jackson is awaiting the stock's arrival. Before she left the show temporarily, Lynda was tendered a baby shower at Blythe, and at Lompoc: Mrs. Evelyn Lantz and Mrs. Betty Kent were hostesses at a party for Pat Jackson.

While at Lompoc, Mr. and Mrs. Dick Lowellyn brought Kathy Ann up to visit with her grandfather, Roger Warren. Mrs. Warren, with daughter, Linda, are visiting the show. Harry Meyers of the West Coast Shows, Rod Fischer and Ray Hitchens of the Fischer Insurance office, and Charlotte Porter of the Show Folks club were recent visitors.

WANTED
Merry-Go-Round Foreman
Tilt-A-Whirl Foreman
Octopus Foreman
Grand shows, Must stay sober, Must be 23 years old, call for details.
LEMAN
1107 S. Main Street, Chicago, Ill.
Hawthorne 1-2713
Call for details

**OPENING FIRST OF AUGUST
J. E. RIDES**
Wanted: Honky Punks and Pin-Deer, Tilt-A-Whirl, and Octopus, and other rides. Can place two major rides. 83 concessions, as well as 20 booths. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.
674 8th Street, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.

RIDE MEN
Foreman on Wheel, Tilt and Back-Of-Pin and Second Man on all Rides who can drive. No other concessions. Must be 23 years old. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.
HOLADAY AMUSEMENT CO.
FILLING GARDEN

BELLANTONI'S RIDES
Wanted: Man for two (2) Ferris Wheels, Carousel and Ball-Of-Planes. Top wages. Join South Amboy, N. J., July 15 thru 23; Iselin, N. J., July 25 thru 30.

WANTED RIDES
Wanted: Honky Punks and Pin-Deer, Tilt-A-Whirl, and Octopus, and other rides. Can place two major rides. 83 concessions, as well as 20 booths. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.
LES SHERIDAN
R. 2, Lincoln, Ill. Phone 2164.

HELP WANTED
For Catering Concessions including Fish, Peas, Apples, Ice Cream, etc. and other concessions. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.
G. F. BOSTWICK
C/o Farmer Amusement Co., Burlington, N.H. this week, then per route.

AGENTS WANTED
For Honky Punks and Coko Coko. Four months of solid fun. Contact me before July 27 at Park Hotel, Great Falls, Montana.

WANTED GUESS YOUR AGE AND WEIGHT AGENT
Contact: Dave HANSEN, c/o Eldorado Park, Circus and Carnival, Madison, Wis. or write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.

Anderson, Ind., Free Fair Hits Fast Gate Pace

ANDERSON, Ind.—The Anderson Free Fair, which Friday (8) went into its next-to-closing day, was riding to one of the highest successes in its history. Two added days, which gave the fair two Saturdays of operation, plus a thumping July 4, accounted for the big increase in business.

Midway receipts for the Olson Shows were up sharply, with an all-time record July 4 gross for rides and shows highlighting the increase. The fair offered both free parking and a free fireworks show in front of the grandstand on the holiday night.

Turnouts for harness horse races four nights of the fair were excellent. Entries for the sulky events hit an all-time high, fair Manager Earl M. Mc Creel said.

Ponoka, Alta., Stampede Is Whacked by Weather

PONOKA, Alta.—For the first time in its 23 years the Ponoka Stampede came close to being rained out. Weather held entrance for the three-day show at 11,000 as compared with 28,000 last year when the event ran two days.

Stock car races were a new feature and an RCAF jet from Saskatoon gave an aerobatic display. Chuckwagon races were also held. Clown Jack Linn and George Taylor, of Seminola, Okla., and J. Stalzer's trained dogs were on hand.

BIG STATE SHOWS WANT

Copperate Cove, Texas
For July 18, July 16-August 3
Happy Punks for 14 days and celebrations. Book any shows with own equipment. Book and sell at 10¢. Will look Pony Ride. This show carries 14 Rides and 100 Concessions. For Count Store and Pin Store, Jack Brown wants Operator for Photo Theater. Good proposition. Las, who wrote, also want to buy Fairbairn. All Happy Punks can. All fair after July 18. Write Mike McCreel, Seattle, Texas, this week, then Copperate Cove, Texas.

BUCKEYE STATE SHOWS CAN PLACE

Ride Help and Man and Wife for Cove Applas, also for Floss and Sew. Good P.C. Season's work. All celebrations and fairs. Must drive. Phone or wire
MANAGER, MOZAHALLA PARK
So. Xenoville, Ohio, or contact as per route

WANTED SCREWBALL FOREMAN WHEEL FOREMAN SCOOTER FOREMAN

Top wages to sober, reliable help. Want 25¢ per hour for 10 rides.

A. J. SUNKY AMUSEMENTS
19421 Prospect Road
Stromville, Ill. (Contact) Ohio
Phone: Center 8-6556

WANTED BOOKINGS

Wanted: Honky Punks and Pin-Deer, Tilt-A-Whirl, and Octopus, and other rides. Can place two major rides. 83 concessions, as well as 20 booths. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada. Write to me with me in Gertrude, N. B., Canada.

WALLACE MCCLURE
4311 Kingston Park, Knoxville, 6-6318

WANTED CONCESSIONS

For Corro Gordo, Ind., July 27-30
Tombola shows, Food Concessions, and Honky Punks. No flairs or systems. All replies to
ALFRED MCCLURE
P.O. Box 1111
P.O. Box 1111

LARGE PORTABLE COASTER

140 x 44. Two stories high. Cost \$710.00. Beautiful electric sign. 500 turning top. Rapid descent. 100 ft. ride. 15 capacity. Will gross top money. Ride and trailer. \$1,450.00.

C. C. Henry, Redford, Mich.
Tel. FE 8-8724

WANTED

For Hartford, Vermont, Fair, August 18-20. Concessions of all kinds. Must drive. Will look Pony Ride. This show carries 14 Rides and 100 Concessions. For Count Store and Pin Store, Jack Brown wants Operator for Photo Theater. Good proposition. Las, who wrote, also want to buy Fairbairn. All Happy Punks can. All fair after July 18. Write Mike McCreel, Seattle, Texas, this week, then Copperate Cove, Texas.

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THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 63

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LEARN ACTING—TERM SOON.
World's largest school. Five classes.
Rehearsal school. Main City, Ill. 60611

LEARN FASCINATING RHYTHM with
your own 20 parts. Sing with
your own. 1000. Listering, 410 West
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Illustrating, illustrating, illustrating.
Hennepin, Hennepin, Hennepin.
New Illustrations for illustration.
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have that basic problem. Free brochure
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Main City, Ill. 60611

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and you will receive a free brochure
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developing, film, film, film, film.
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Take full length and more, like new.
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MAILING LIST, NAMES, ADDRESSES, ID
divided, divided, divided, divided.
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SHORT RANGE TARGETS—PRINTED
and ready for use. Write: Dept. 3, Box
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NEW, NEW, NEW, NEW, NEW, NEW, NEW
and more. Write: Dept. 3, Box
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Rigging and Props

SALE—100 ALUMINUM OUTDOOR BIG-
top, 100. Write: Dept. 3, Box
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YOUR FREE COPY OF WORLD'S BIGGEST
Sales Magazine tells you how and where
to sell. Write: Dept. 3, Box
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GIRLS FOR GIRL SHOW—SEND PHOTO,
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BYPASS TATTOO CARTON BOOK, 100
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ORGAN GRINDER MONKEY
WANTED.
Write: Dept. 3, Box
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Descriptive fully, copy, variety, size,
rich, disposition, etc.
Write: Dept. 3, Box
25111, Miami, Fla.

R. H. FRIEDRICH

P.O. Box 1540 San Antonio, Texas

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RATE: 10c a word, minimum \$2. CASH WITH COPY.
Set in usual want-ad style, one paragraph, no dis-
play. First line in 5 pt. caps, balance in regular 5 pt.
upper and lower case.

IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/a The Billboard, allow six words for address and
include additional 25c to cover cost of handling
replies.

Bands & Orchestras

ATTENTION—RADIO TV STATIONS
and more. Write: Dept. 3, Box
25111, Miami, Fla.

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Write: Dept. 3, Box
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ARCADE OPERATORS—SAVE MONEY
on parts. Write: Dept. 3, Box
25111, Miami, Fla.

CAPULE JEWELRY—ASSORTED EAR
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wanted. Write: Dept. 3, Box
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FOR SALE: CANYON MACHINE, 8 x 8
Canyon Machine. Write: Dept. 3, Box
25111, Miami, Fla.

FOR SALE: GOOD USED PINBALL
machine. Write: Dept. 3, Box
25111, Miami, Fla.

SHIPMAN SCHOOL STAMP MACHINES
and more. Write: Dept. 3, Box
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5 DAY GYM, VARIOUS MACHINES, PERFECT
condition. Write: Dept. 3, Box
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Miscellaneous

CAROUSEL MUSIC
Give your amusement park rides new
music. Write: Dept. 3, Box
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5-FLYING STEREO
or monaural magnetic tape. Available
in 10 different lengths and
speeds, or in cartridges with 30 different
lengths and speeds. One-hour tapes from
\$1.50 and one-hour cartridges from
\$1.50. Also available... \$1.50 unit.

SOUND EFFECTS
of the highest quality, recorded espe-
cially for amusement park rides, home
entertainment, or in cartridges with 30
different lengths and speeds. One-hour tapes from
\$1.50 and one-hour cartridges from
\$1.50. Also available... \$1.50 unit.

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10 Helen Park
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300-OF RECORDS—HERRY-GO-ROUND TAPE
and more. Write: Dept. 3, Box
25111, Miami, Fla.

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This big Special will feature and highlight

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IRVING ELLIS

Milwaukeeke Part-Timer Gives How-to-Do-It Route Pointers

This is the first of a two-part series on how Irving Ellis, part-time bulk operator in Milwaukee, runs his route. This business, dealing with locations, servicing, terms of fill and buying. Next week's story will discuss handling new spots, commissions, route maintenance and bookkeeping.

By BENN OLLMAN

MILWAUKEE, Wis. — Irving Ellis works the night shift as a clerk in one of Uncle Sam's post offices. His daytime hours, however, are spent operating about 100 bulk vending machines. This has been his daily routine for the past seven years.

Why did Ellis get into the business originally?

"First, I needed supplementary income. Postal employees' wages have not kept up with the costs of living. If I took part time employment, it would mean being on that job four or five hours each day. But, as an operator, I am my own boss and can regulate my working hours as I desire, even though I frequently work harder than I might for someone else."

Avoid Pitfalls

To anyone interested in breaking into the bulk vending field, Irving Ellis offers this advice on avoiding pitfalls: (1) Consider a recognized equipment or supply wholesaler before you take the leap. He will be happy to put you in contact with operators who have used equipment, or a complete route for sale.

(2) Talk over your plans with a couple of active bulk operators;



POSTAL EMPLOYEE Irving Ellis preparing several peanut machines in his basement workshop. Ellis, a part-time operator for the last seven years, has found his bulk route to be good business training and a reliable source of extra income (Ben Ollman photo)

they are usually willing to explain the facts of the business to a newcomer.

(3) Check over very carefully any routes offered for sale. Examine the equipment and the locations.

(4) Talk to some of the location owners—this is the acid test. You can learn a lot about the reliability

of the operator with whom you are dickering from the location owners. "Don't get tangled up with the promoters who advertise vending equipment for sale and make guarantees of easy, huge earnings," warns Irving Ellis. "It is amazing how many people still fall for these sucker propositions every day because they don't take ordinary business-like precautions."

Ellis' first route consisted entirely of Silver King bulk vendors. He has since replaced them all with Acorn All Purpose Vendors.

"The scarcity of Silver King replacement parts was a serious problem a few years ago," he says. "To keep my routes going, I had to 'cannibalize' to obtain enough parts. I even had to buy several second-hand routes to get some extra Silver King machines from which I could strip badly needed parts."

Winter

In winter months Ellis supplements his routes with hot popcorn machines. He spots about a dozen of them in bowling alleys, locations. "Popcorn vendors work out very well in bowling alleys during the regular season," he has learned. "But, in the warm weather when bowling alley traffic slumps, it doesn't pay to keep them on location."

Filling stations are Irving Ellis' most lucrative locations. Barber-shops also rank high, as do restaurants. Bowling alleys are active spots, but only during the fall and winter months.

Taverns

"At present, I have only one tavern location, and that one is a very good spot," he says. "But, I generally avoid placing equipment in taverns."

Taverns rank low as bulk vending locations, according to Ellis, because they all sell packaged nuts and candies over the counter. Also, his previous experience with taverns as vending locations has been marked by damage to his equipment thru careless treatment by patrons.

"As a small operator, I have to pick my locations carefully," he says. "If I find that the location owner doesn't show a sense of responsibility toward my machine, I yank them out. It pays to be fussy."

The successful bulk operator. (Continued on page 68)



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14 m and up \$15.00 per thous
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Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.



Below are listed factory authorized dealers.

Bulletins

Ohio Ops Start Group

CLEVELAND—Eight bulk vending operators met here last week (14) and laid the groundwork for the State's first bulk vending association, to be known as the Ohio Vendors' Association.

Herman Eisenberg, Cleveland operator, was elected chairman of a temporary board of directors that includes the other seven attending.

Five other operators, all unable to attend, are on the association's membership rolls making an initial total of 13 members for the fledgling group.

Kenneth Weinberg, Cleveland attorney, who represented the bulk operators at recent health hearings in Columbus, was on hand and will act as counsel for the group.

Next step is the setting up of a legal corporation with another meeting scheduled thereafter. Date has not yet been set.

Nelson New Distributor For Du Grenier Line

CHICAGO—Logan Distributing Company, Chicago-based bulk vending distributorship headed by Jack Nelson, has been named Midwest distributor for Acorn H. Du Grenier Corporation's full line of candy, cigar and cigarette and packaged laundry soap machines.

The announcement came from Richard Gibbs, national sales manager for Du Grenier. The James H. Martin Company, Chicago, resigned as Du Grenier's Midwestern distributor.

Gibbs indicated that Logan will function as Midwest district manager in charge of sales in Wisconsin, Michigan, Ohio, Indiana, Illinois, Kentucky and the Eastern half of Missouri. Logan will carry a full line of Du Grenier machines and will offer complete parts and service facilities.

Other Du Grenier announcements included: Irving Linderholm appointed sales representative for the firm in Minneapolis; Glenn Preston named for Nebraska, Kansas, Iowa, and Western Missouri; and Winford G. McDonald for Oklahoma and Eastern Texas.

Logan's sales force will include Dick Boylan, Jr., general manager; Herb Bidekap Jr., Crystal Lake, Ill., covering Illinois and the Eastern half of Missouri; and Marion Glase, Dayton, O., covering the State.

Boylan indicated that the firm would announce plans for distribution in other territories.

The move is the first for Logan in the new major equipment vending field. Previously the firm has specialized in sale bulk vending products and also carried used candy and cigarette machines.

AMERICAN HUT 1061 Tremont Street Boston 26, Massachusetts	LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	RAKE COIN MACHINE BISH. 460 Spring Garden Street Philadelphia 4, Pennsylvania
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BOYDERS SALES 408 Broadway Lawrence, L. I., New York	BAR SALES COMPANY 2923 Fifth Avenue Pittsburgh, Pennsylvania	SOUTHERN ACORN SALES 236 So. Main Street St. Petersburg 5, Florida
BAR SALES CO. 1124 Seymour Street Waukegan 2, I.C., Canada	BAR SALES OF FLORIDA 1121 - First Street Miami Beach, Florida	STANDARD SPECIALTY CO. 1208 44th Avenue Brooklyn 17, Texas
BRAY VENDING SUPPLY 283 West Davis Dallas, Texas	OPERATORS VENUE 1053 South Grand Avenue San Angeles 15, California	STAR VENDING SUPPLY CO. 6327 Carlson Road Houston 17, Texas
R. B. BUTCHERSON CO. 178 N. W. 2nd Street, B.E. Altitude 2, Georgia	RUBIN VENDING CO. 100 Commercial St. West Montreal, Quebec, Canada	YERGEN SALES 1124 Market Street Philadelphia, Pennsylvania
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Bulk Banter

Besides handling the numerous State legislative problems, the bulk vending industry, Milton T. (Ted) Raynor has had his hands full with the recent opening of the multi-million-dollar Freedomland park in New York—an organization that Raynor heads. Altogether now functioning relatively smoothly, the park's opening was accompanied by its share of headaches most of which involved Raynor one way or another. Some 65,000 persons mobbed the park compelling the gates to be shut at mid-day.

Since then attendance, though less spectacular, has nevertheless kept the turnstiles spinning with figures of 20,000 to 30,000 being recorded daily. One of the most spectacular effects is the giant staging of the Chicago fire of 1871, produced by thousands of burning gas jets—a "really big show" by any standards.

Jack Nelson, head of Logan Distributing Company, recently appointed Midwest distributor for Du

Grenier's full line of cigarette, candy and packaged soap machines, returns from a trip thru Logan's Midwest office in Reno, Nev., to splash California spots as Yosemite Valley, Lake Tahoe, San Francisco, San Mateo and Pebble Beach.

In St. Paul, Vince Gawley bought the bulk route of Maynard Frier, also of the same city. The route includes 78 bulk machines plus cigarette and candy units. . . . Gumballs continue to be the biggest seller in the Twin Cities, local distributors report. In the No. 2 spot are Boston baked beans, jelly beans and candy mix. . . .

New York operators are going ahead with their plans for a Grossinger whiling-in at the Catskills September 16-18. In charge of arrangements is Roger Fofz. Numerous vending industry officials will be on hand. Guests will include Stanley Kreutzer, counsel of the New York association, and Milton T. (Ted) Raynor, of NVA. Both, incidentally, spoke at the recent NVA convention in the Bahamas Islands. The pretty new face at Chicago's Logan Distributing Company belongs to Helen Hewitt, in charge of general office and correspondence work. Helen, a 25-year, single, brown-haired, blue-eyed beauty, comes to the firm from Augustana Hospital where she handled a wide variety of office duties.

A visitor to Chicago last week, Bob Guggenbeim, New York chain manufacturer, attending another trade convention, but also visiting the local bulk vending trade. . . . It was zero hour for Ohio Bulk operators in Cleveland when Roger Fofz, a 25-year, single, expected to be on hand and set up the Ohio bulk vending association. Herman Fofz, e.g., Cleveland, Leonard Quinn, Columbus, C. A. Applegate, Dayton, and Cleveland attorney Kenneth Weinberg are chief backers.

Charles Bernstein, part-time bulk operator in Detroit, has found a formula to divide his time between his regular job in a shop and his spare time operation of a sizable route. He concentrates his regular route service entirely on weekends making only special calls as required by emergency conditions during the week and finds this satisfies his locations.

Milwaukee Part-Timer Gives

Continued from page 63

says Ellis, constantly culls out the non-productive spots, replacing them with others possessing better potential.

"Any location that cannot return at least \$1 profit for each time I service it, is non-productive" is one of Ellis' prime business rules. "I can't afford to spend my time on non-productive locations."

Cashew nuts are vended in most of the Ellis machines. Experience has shown, says Ellis, that cashews have peak acceptance on his locations.

Cashews Big

"I've never eaten yet who doesn't enjoy eating cashews," he says. "Most people like Spanish peanuts, too; but they are not considered as much a treat as cashews are in the average person's mind."

Gum balls also account for a good share of the route volume. He has found gum balls will make a hit in many spots, where for some reason, peanuts or cashews fail to provide volume.

Candy vending has taken on greater importance in the last few years, he claims. He vends only one bulk candy item, however—Hersheyettes. Candy vendors are usually teamed up in a multiple location with a nut machine.

Why Hersheyettes? "Mainly because the Hershey name is so well known. The candy is pre-sold—a familiar name to everyone. Mothers, for instance, have no objections when their youngsters spend a few cents on candy that they know is a healthful treat."

To avoid the requirement of obtaining a city of Milwaukee food license, Irving Ellis buys his supplies in small quantities. He orders the nuts in three and four pound paper sacks from his wholesaler as he needs them.

"Of course, I may be paying a penny or two more per pound," he says, "buying from a wholesaler instead of directly from the prime sources. But this way I don't have to bother about storage facilities or worry about spoilage. I let my wholesaler store the merchandise for my convenience. Also, I don't have to tie up my capital with merchandise inventories."

About 80 per cent of the machines on Ellis' routes are set at a nickel. "I'm in favor of switching over completely to nickel vending," says Irving Ellis. "But, a small percentage of my locations still insist on having a penny peanut or gum vender."

Whenever a location insists on a penny machine, Ellis counters the request with one of his own: "I'll put in a penny machine if you want one," he says. "But, only on the condition that you allow me to place a nickel unit next to it, vending some other type of merchandise."

This approach, says Ellis, has helped build up the number of his multiple machine locations. It has also effectively demonstrated to location owners that the public will patronize nickel vendors too.

"Bulk vending is gradually being crowded out of many of the profitable, volume locations by the full time, full line vending firms. These big firms offer locations a combination of cigarette, candy and drink units and throw in peanut and gum ball machines as convenience items. But, the picture is not all gloomy. There are still plenty of good spots available for the bulk operators who develop a reputation for cleanliness, service and quality merchandise."



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HANDY
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Delivers a Quality
Comb for 10c

Provides a needed service
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PRICE OF MACHINE

1 to 2 machines . . . \$26.40
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World's Largest Selection of Miniature Characters

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Ask About our
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13" wide 49" high 24" deep

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POOL CUES TIPS which are damaged or worn are "faced off" in seconds at the P. & P. Distributing Company, Milwaukee. Maintenance man Ev Siewick is shown here using an engine lathe to provide smooth, even tips on a pool cue. He seves up a batch of pool cues brought to the shop by the routemen for repair, and each Saturday morning renovates them. Prior to utilizing the lathe, Siewick filed the tips by hand—a time-consuming operation. After the ends are properly faced off, Siewick cements new tips to the cues and they are as good as new.

Rock-Ola Buys Hebel Corp.

CHICAGO — The Rock-Ola Manufacturing Corporation last week joined Seeburg and AMI in the fast growing major equipment vending industry with the firm's purchase of the Fred Hebel Corporation, Addison, Ill., manufacturer of coffee, milk, hot food and ice cream vending machines.

Announcement came from David C. Rockola, president of the firm bearing his name, who said the purchase is the first step in making Rock-Ola a major factor in the vending machine industry.

He added negotiations are now under way to acquire three additional subsidiaries, and that \$5,000,000 has been set aside for Rock-Ola's expansion program.

Also details of the transaction were not disclosed, Rockola indicated that the purchase of the Hebel Corporation land, buildings and the present finances will involve a minimum of \$500,000. Purchase was for cash with no stock involved.

Tax Forum to Highlight West Virginia Concave

HUNTINGTON, W. Va.—West Virginia operators are planning a federal tax forum directed by government officials as a highlight of their September 15-16 convention here at the Daniel Boone Hotel.

Income Tax Division Chief Louis G. Stanley will direct the discussion. Also expected to be on hand is the Hon. Nathaniel Looker, West Virginia Director of Internal Revenue.

Other city and State dignitaries will spot the two-day operator convave. The Hon. John Shanklin, mayor of Charleston, W. Va., will present the welcome address on Friday evening (16), starting the final day activities to be concluded by a traditional banquet and floor-show.

GOVERNOR

The two candidates for governor, the Hon. W. W. Barron and the Hon. Harold Neely and their wives are expected to be on hand.

Acting President Raymond Ta-

in addition to the 25,000 square-foot Hebel plant in Addison, the acquisition includes three acres of land which will be used for a planned 60,000 square-foot expansion program.

Rockola announced plans to start work on a complete line of in-plant food vending machines by the end of the year.

Plans are to leave the present Hebel force intact with expansion as new lines are added. The Hebel name will be retained on all vending machines.

No Change

The is to be no change in the operation of the Rock-Ola plant, Rockola added. He said sales of coin-operated phonographs had increased at the rate of 12 per cent per year since 1951 and this year Rock-Ola expects the largest increase in the history of the firm.

By purchasing Hebel, Rock-Ola will be entering what has been described by business analysts as a growth and glamor industry which

lately has attracted the magic blue chip phrase.

Vending machine volume increased from roughly \$400,000,000 in 1946 to more than \$2,300,000,000 in 1959.

Joins Others

In entering the vending industry Rock-Ola joins two other juke box manufacturers—Seeburg and AMI—and several game manufacturers including Bally, Keeney and Williams.

Seeburg has been on a steady program of acquisition in the vending field, now manufacturing its own hot and cold drink machines, bottle venders and cigarette venders, and the firm's youthful president, Delbert Coleman, has indicated the company plans to go all the way in the vending line.

AMI was recently acquired by the Automatic Canteen Company of America, world's largest vending machine operating company that itself owns Rowe Manufacturing Company, a producer of a wide variety of vending equipment.

Game Mfrs.

Bally produces a line of drink vending machines. Keeney produces a drink machine, popcorn and candy machines, and Williams likewise selling a coffee machine.

The present Rock-Ola factory in Chicago covers three and one-half city blocks with 23 buildings and more than 50,000 square feet of floor space.

Rockola estimated the plant was the largest of its kind in the world devoted solely to manufacturing coin-operated phonographs.

Increased Production

He indicated, however, that need for increased production to satisfy both domestic and overseas demand will mean all facilities at the Chicago site will remain in production of phonographs.

In announcing the Hebel line, Rockola predicted the firm would be going into such fields as cigarettes, candy, pastry, detergent, pencils and pens, and soft drink beverage venders, single and batch-brew coffee machines and a number of miscellaneous food vending machines. Hebel currently manufactures coffee, milk, ice-cream and hot food vending machines.

Multiple Releases of Popular Tunes Pose New Op

By REN GREVATT

NEW YORK—Every so often, a particularly unique song will come along to capture the fancy and imagination of record industry creative men, with the result that a whole rash of disk versions of the same tune will be released at roughly the same time.

Occasionally a couple of versions of the same song will make the hit parade. Seldom has it been, however, that there have been so many examples of cover records being released which actually become hits, at right now.

This phenomenon is explained in some quarters by the fact that disk executives, uncertain as to the next trend in the business, want to insure what they feel to be a safe record. Apparently covers are safe records, since currently, in at least one case, four versions of the same tune have hit The Billboard Hot 100 chart simultaneously. In another instance last week, "Alley Oop," the top version by the Hollywood Argyles was No. 1, while the record by Dante and the Evergreens was No. 15.

There have been other recent examples, including a song called "Heartbreak It's Hurtin' Me" and the German tune, "Banjo Boy," which at one time several weeks back was enjoying three chart versions.

This situation, according to some juke box traders, can't help but cause operator headaches. Many operators are not used to exercising too much selection power in the choice of records for boxes. It's hard enough in guess right among the many different recorded tunes as to which ones will become hits. But when you have as many as eight or 10 new releases on one song, the situation becomes even more difficult.

How do operators handle this problem? A lot of them don't give

it much thought at all, figuring, probably incorrectly, that it's the song and not the version which counts. Others make a definite effort to get the right version on the box, the one which will get the most plays.

Al Koondel, of Empire Automatic here, bases his selections largely on what is requested. To find out what the patrons want, Koondel has a standard request sheet form, which he leaves with key locations. On the form it's specifically requested that the artists on a given record be listed.

Koondel said he would never try to decide which of competing versions to program. "I leave it strictly to the requests to decide," he asserted. "I get as many as three requests for a given record. I put it on a box and try it out. It's quite possible, too, that in one location I might have one version of a song, and in other spots, the requests would force me to put on a different version. That's okay with me as long as the record gets the action."

Route Man

Joe Connors, of Automatic Music Company, said that he would not attempt to decide which of competing versions to program. "I would leave it up to the route man," Connors stated. "He's the fellow who is asked by the customers for certain records so he's the only one who really knows." But Connors' answer was not Ray Koondel's. "I've never heard of him," Koondel said. "He buys what he thinks is good. Normally, I would rely on what the one-stop tells me. He has the word from the record distributors and he should know what the hottest records are," Chikofsky pointed out. "However, when you have several versions of a song, it's a problem."

(Continued on page 78)

Gottlieb Ships Captain Kidd, 2-Player Pin



CAPTAIN KIDD

CHICAGO (UPI)—Captain Kidd, a new two-player five-ball pin game, was shipped to D. Gottlieb & Company distributors last week.

Featured is a new circular ball

(Continued on page 77)

Marvel Hits 4th Yr. Output On Horscoppe

CHICAGO—Marvel Manufacturing Corporation here is in its fourth successive year in production on one machine—the Lucky Horscoppe. Ted Rubenstein, Marvel chief, says demand remains strong, and he sees no letup in output.

In addition, Marvel is concentrating on production of relay, clock and timer units for manufacturers of coin machines and electrical appliance firms. Quick delivery at competitive prices is the stressed.

The firm also continues its production activity in the shuffleboard scoreboard field.

Canteen Buys Finance Firm

CHICAGO—Automatic Canteen Company of America added a finance firm to its growing list of subsidiary companies. Chairman Levere announced last week that Canteen has completed arrangements to acquire Commercial Discount Corporation, Chicago-based finance company that does a nationwide business in excess of \$107,000,000.

Commercial has restorates over 200,000 shares of stock at \$13 a share—more than 50 per cent of outstanding stock. Canteen has also offered to buy the remainder of outstanding stock at the \$13 price and the total transaction is estimated at approximately \$7,000,000.

The purchase marks the first time that Canteen has gone outside its famed coin-operated vending, electronics and supporting manufacturing. Chairman Levere said the purchase was a diversification move. "Canteen going in this means 'for financing sales of its manufacturing division, including Rowe vending machines, AMI automatic meter machines and ABE currency changers.'"

Levere said that Canteen now has a foothold in several important financial financing in Commercial Discount has been successful, including commercial loans, short-term financing, industrial installment financing for capital tools and plant expansion, lease financing and retail store financing.

European News Briefs

German Law Requires Op ID

BONN—A new national law requiring identification of all operators of coin machine equipment comes into force October 1.

The law is designed to place the operation of coin-operated equipment in "a goldfish bowl" and applies to all coin machines wherever situated.

The law stipulates that every juke box, coin game or vending machine must carry a placard listing the name of the owner and operator.

Amusement halls must post the name of the owner and operator and, in addition, label each machine with the name of the owner and operator.

There has been intense and widespread criticism of what is pictured in the popular press as racketeering in the coin machine industry. Considerable publicity has been given in West Germany to U. S. Congressional committee hearings on this subject.

Altho there has been no trace of scandal in the West German industry, some German publications have made it appear, on the basis of the Washington disclosures, that racketeering and the coin machine industry went hand in hand.

Spotlight Juke Boxes at Fair

BARCELONA—The 28th annual Spanish amusement fair here has boomed interest in juke boxes, which were the bit of trade exhibition.

Officials of Gedasa, the Spanish juke box producer, state that it is the first fair ever held in Spain where major interest was given to juke boxes. It was also the first showing of foreign juke boxes in a public exhibition in Spain.

As a result of public interest in juke boxes established by the fair, Gedasa intends pressing on with plans for expanded Spanish coin machine production thru co-operation with foreign firms, primarily American and West Germany.

In West Germany, officials of Beromat are delighted by the response to the Harmonia exhibit. The interest shown by Spaniards in the Beromat juke box has convinced the Berlin concern that there is a ready market in Spain for juke boxes; that it is merely a matter of exploiting the demand.

Meanwhile Gedasa, which has what amounts to a monopoly on the Spanish market, will speed negotiations to take foreign firms into a production and sales partnership.

It is understood that U. S. military authorities at the Strategic Air Command bases in Spain have agreed to do all future purchasing of juke boxes for service clubs from Gedasa, assuming the Spanish producer comes out with a juke box competitive with U. S. boxes.

Await Gottlieb Pinball Shipment

HAMBURG—Gottlieb's new two-player game Captain Kidd will be introduced into West Germany, beginning at the end of this month, by A. W. Adicker Nova Apparate GmbH. Testing has indicated a big potential market for the new Gottlieb game in Germany.

Neuberg to Head Wholesalers

HAMBURG—Helmut Neuberg has been re-elected chairman of the German Association of Coin Machine Wholesalers. Franz Derigs was elected deputy chairman, and Johannes Schmidt, of Bamberg, was elected a board of directors member.

Coin Table Tennis Game Ready

GOSLAR, Germany—A new table tennis coin game has been patented by Helmut Fretter of Sarstedt, near Goslar. The playing surface folds parallel to the post support and is elevated into playing position by inserting the coin. When the playing time expires, the table automatically folds back into vertical position.

Court Kills State Juke Box Tax

MUENSTER, Germany—The North Rhine Westphalia State administrative court has ruled unconstitutional the State amusement tax as applied to juke boxes.

The court ruled that juke boxes belonged in the same category as radio and TV sets, which are exempted from the amusement tax.

The court's decision held that the law stipulated the tax would be levied on entertainment presented as the sole purpose of an enterprise.

Music boxes, the court continued, are not independent entertainment within meaning of the law, but merely an accessory of the site owner's business.

The decision is expected to establish a precedent for literally dozens of amusement tax suits the various German coin machine operator associations have in the courts in the 11 West German States.

As such, the North Rhine Westphalia court decision is regarded as one of the most favorable to the industry handed down in recent years.

The amusement tax is levied in addition to normal turnover and business taxes and fees. It spirals up to 15 marks per month per machine for juke boxes; up to 30 marks per gambling machines and up to 10 marks for games.

Mark Schneegass Anniversary

HAMBURG—The Association of the North German Coin Machine Trade has presented a scroll to Erich Schneegass, who is observing the 25th anniversary of his entry into the coin machine

(Continued on page 77)

Munves Arcades in Freedomland

JOE LOOKS THINGS OVER

NEW YORK—Joe Munves, of the Mike Munves Corporation here, took a subway trip to the East Bronx to view the fabulous new fun park known as Freedomland. Noted as bigger than Disneyland, the place opened three weeks ago and has been getting a heavy play from out-of-towners and vacationing school kids ever since. While Munves took a look-see at the whole layout, his main interest was in checking out one of two new Arcade set-ups, the equipment for which he furnished. The first of the two, known as Little Old New York, has been open for two weeks. Workmen are now wrapping up construction of the second, known as the Satellite Play on the machines thus far has been terrific, according to Freedomland spokesmen, and great expectations are held for the balance of the summer season. The park will be open annually from Decoration Day until October.



WRONG END of Civil War cannon is examined by Joe Munves in his spare moments of inspection tour of new Arcades at Freedomland. He was assured by attendants, tho, that it wasn't loaded.



ENTRANCE to Little Old New York Arcade at Freedomland. Layout is a turn-of-the-century motif, as exemplified by the horse-drawn street car which brings enthused kiddie and adult fans to the Arcade. More than two dozen Arcade type coin units are available for players in Little Old New York. These include such items as Sidewalk Engineer, Metal Typer, basketball, football, hockey, gun, bowling, photo and Skeo Ball machines. In the yet-unopened Satellite Arcade, Munves sold visitors would find a Satellite Tracker, Sky Gunner and various other futuristic devices.



ANTIQUE MACHINES are also featured in the Arcade line-up. Six of the old, original Motocrope moving picture units are included, all manufactured at the turn of the century. Some contain action shots in panels above the machines of such featured old-time stars as Charlie Chaplin, Ben Turpin, Jack Hoxie and Babe Ruth. A pistol range and rifle gallery are also on the floor, and other machines blend the old with the new.

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in the news

Midwest

OUT MINNESOTA WAY

Name of Murray M. Kirschbaum, Inc., a one-stop, has been changed to Brown Bros., Inc., and the firm has moved from 2605 Hennepin Avenue, Minneapolis, to 410 12th Avenue North in that city. Partners in the company are Ray and Brown, Vera Foster Schwartz, an industry veteran, also is associated with the firm. New phone number of the company is Jackson 2-8577. ... Canteen Company of Minnesota is installing two-way radios in its repair vehicles, according to Lee Johnson, general manager. ... Kenney Glenn, sales manager of Mayflower Distributing Company, St. Paul, vacationed in Canada. ... Dave Thron, cigarette serviceman for Advance Music Company, Minneapolis, passed around cigars to announce a daughter born

July 1.

Matt Engel is back in the sales department of Mayflower Distributing Company after three years' retirement. He formerly was with the firm for 20 years. ... Joe Strach, parts department manager at Sandler Distributing Company, Minneapolis, vacationed in Chicago. ... Sol Rose, sales manager of Sandler, attended his niece's wedding in Detroit. ... Out-State operators in the Twin Cities included Hank Krueger, Fairfax; Lloyd Williamson, Winona; Floyd Shaw, Eden Valley; Jim Stamfield, Winona; Ted Helms, St. Cloud; Harry Steensma, Brainerd; Jay Updike, Bruce, Wis., and Harry Anderson, Frederic, Wis. ... Distributors say ops have been looking around for good used equipment of recent vintage.

Erna Speidel, secretary at Sandler Distributing, spent her vacation in Minot, N. D. ... Sam Sigel, office manager at Lieberman Music Company, Minneapolis, and his family are vacationing in the Black Hills of South Dakota.

Hans Lieberman, president of Lieberman Music and affiliated companies, and his wife are back from a trip to Europe.



Lee Johnson



Sol Rose

CLEVELAND CAPERS

Helen B. Dugan, head of Dugan Music Company, is spending every spare minute away from the business on her lake cruiser, the Helen B. It's a 35-footer. Collections are running ahead of last year, she reports. ... Fred Witt, ace serviceman at Dugan and close friend of Helen, has been on the Willoughby (Cleveland suburbs) police force for several years. ... Tom Miller, head of Associated Enterprises, sees collections as bright as the summer sun. ... Joseph Abraham, Lake City Amusement Company proxy, and his wife, Josephine, are on a motor trip to Chicago.

Abraham is testing the first of a brand-new '60 Cadillac he just purchased. ... "Sales, we find, hang pretty close to the over-all business climate," reports Norman Goldstein, president at Monroe Coin Machine Exchange. "Right now things are a little chilly."

"Thru newspapers across the nation we must inform the public about the coin machine industry," said Morris Glaser, head of Cleveland Coin Machine Company. "We've come a long way in 20 years, but our public relations has lagged."



Joseph Abraham

Bob Sudyk

DETROIT DOINGS

Fred Hanson, who operates a pool table route, has been busy at race tracks in the Detroit and Ohio area with his stable of race horses. He starting acquiring about a dozen horses just a year ago and has had considerable success with winners in a number of races.

"Business is showing some signs of improvement this past month," gleefully reports Dale Saure, of A. P. Saure & Son. "It was very dormant for a time, but the public is spending money again. More employment might have something to do with it."

Walter Stetler, manager of the 16-unit Skee Ball Arcade at Walled Lake Amusement Park, Walled Lake, for owner George Bertell, made a rush trip to Chicago just before the big week-end business to take in some needed spare parts for the Riverview Park operation, but returned to Walled Lake in time to handle some nice picnic business over the weekend.

Joseph S. Nemetz, operator of the Best Bar on Woodward Wilson Avenue, has entered the coin machine field with a new juke box route, which he is operating under the name of Best Music, making headquarters at his bar as well. He plans it as a part-time operation, with no plans for expansion.

Steve J. Mack, who operates a mixed juke box and games route under the name of Mack Enterprises, is planning to expand and is busy looking for about 10 new locations. ... Henry C. Lemke, who headed the Lemke Coin Machine Company for several decades here, has been in poor health since his retirement last year, when he sold out the business to Lorrie Lodico, of the Lynn Amusement Company. Mrs. Lemke is also suffering from a combination of diabetes and heart trouble.

Morris Berk of Berk Vending Company, pin game operator, who used to also operate the Epworth Bar, is now operating the

(Continued on page 73)

IRS Men Stymied by Milwaukee-Type Pinballs

MILWAUKEE—Internal Revenue agents conducting what appeared to be a routine check of locations for tax stamp requirements on coin games did a double take last week when they ran into a new-style pinball — Milwaukee's own version.

The "Milwaukee game," accord-

ing to Sam Hastings, president of the local operator association, is a unique type of pinball machine stripped of its play odds and free play characteristics and operated in rolldown fashion instead of with a ball plunger.

Whether the revamped in-line game falls into the category of the federal amusement tax (\$10) or the federal gambling tax (\$250) is a point neither local operators and locations nor federal agents are very clear about to date.

Pull Games

But as to the safe side, Milwaukee operators have begun pulling the games off of locations.

A meeting of the directors of the Milwaukee Coin Machine Operators' Association was called for Wednesday night (13) at which time operators and local legal counsel were to decide what action might be taken. An earlier meeting of the directors was staged the week previous after IRS men first arrived on the scene.

IRS men told some of the local operators to appear at the Federal Building to get stamps for their machines. But agents told others, "we don't know how to treat this game," and mentioned that they would write to Washington for an opinion.

"Most operators, also they pulled machines out, appeared to be taking a wait and see attitude toward the actual purchase of stamps."

If the legal position of the "Milwaukee game" should be eventually tested in a court of law, it was thought that the association would take the position that the game is subject to the \$10 tax as an amusement device rather than to the \$250 gambling tax stamp rule.

S. C. High Court Upholds Minor Pin Play Law

COLUMBIA, S. C.—Convention of a man charged with allowing a minor to play a pinball machine was upheld by the State Supreme Court July 6.

Appealing a Chester County Court decision was James Langley.

The high tribunal said it was admitted Langley is an operator of such a machine and at the time of his arrest a 17-year-old was playing it in Langley's place of business. The law forbids allowing persons under 18 to operate pinball machines.

Langley attacked the constitutionality of the act.

A magistrate sentenced Langley to pay a fine or serve 30 days in jail. He appealed to the Chester court, which affirmed the magistrate's decision.

Langley then went on to appeal to the State's highest court.

Don Lyons

MONEY to Hold November Fete

NEW YORK — The Music Operators of New York will hold its 23d annual banquet and show in the grand ballroom of the Hotel Commodore here, next November 5, it was announced this week by MONY press, Al Denver.

According to Denver, the evening's program will highlight a cocktail and hors d'oeuvre hour, the Commodore's special steak dinner, an outstanding program of entertainment and dancing. Subscription to the affair is \$20 per person.

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Tri-State Eng. Names Martell To Exec Post



E. P. MARTELL

MANCHESTER, N. H.—Tri-State Engineering Company, Inc. here has announced the appointment of Edward P. Martell as treasurer and director of the organization.

Martell has been with the firm 18 months and is one of the largest distributors in the country for the American Shuffleboard Company.

In addition to handling shuffleboards, the firm also handles commercial refrigeration equipment and specializes in draft beer.

Tri-State has been promoting shuffleboard leagues and has set up a schedule to promote leagues throughout New England this fall.

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Conn. Outlook Glum—No Free Plays

By ALLEN M. WIDEM
HARTFORD—The Connecticut State Supreme Court, ruling out outlawing free play pinball machines may have sounded the death knell for one of Connecticut's most thriving industries. (The Billboard, July 11.)

Typical reaction was the com-



Continued from page 72

Half-Way Bar on Grand River Avenue. . . Frederick Grinoli, who operated the Brentwood Music Company in the West Side suburb of Dearborn, has sold out his operation to Sam Wilfens of Wilfens Music Company, one of the state's major operators. He has also dropped plans for the General Vending Company, and is now in the building construction business.

Joseph Anton, manager of Michigan Midget Movies, has been laid up with summer flu since his return from a Northern Michigan vacation, and reports up-State business generally very spotty. He is heading north again to Topinabee with Bill Magel of the operating team of Magel and Baker of Jackson, to attend the annual pinball race, a mile across the top of the peninsula—in which Bill Magel Jr., is a leading participant.

West

COLORADO ROUND-UP

Summer arrived with a bang in Denver and the entire State, with tourist influx registering far earlier than in previous years and with a surprisingly heavy play reported on phonographs, vending machines and amusement machines.

Big news for the Denver coin machine fraternity is the return of Betty Ferguson, former office manager of Draco Sales Company, following an absence of three and a half years. Betty returned to the Draco desk shortly after Johnny Scavarda took off to join a Wurlitzer distributor in Los Angeles.

Leo Negri, installation specialist and partner at the Denver Wurlitzer distributorship, is traveling again, this time to Casper, Wyo., and other cities in the Cowboy State where stereo sales are rapidly outstripping musical phonographs. . . A surprise move cropped up in June when Elkin Delmes, veteran president of the big Deines Music Company, Boulder, announced the lock, stock and barrel sale of his route and facilities to Ben DeGarmo. DeGarmo will continue to operate the firm as Deines Music Company, which has locations primarily concentrated around the University of Colorado, the foothills town and south. While the Deines purchase, DeGarmo has become one of the largest operators in the State outside of the Denver city limits.

Another big change likewise just announced was the sale of all routes and equipment formerly belonging to Gus Brown, of Frontier Music Company, to Johnny Knight, of Skyline Music Company. On signing the papers to take over Frontier Music Company, Knight moved up to the top rank of Denver operators, with locations in every section of the city and most of its suburbs. Skyline Music Company is over 10 years old.

A surprise announcement was the intention of Charlie Cousins, one of Denver's leading Negro operators, to visit Italy for five weeks, beginning in July. Cousins' elderly father made the trip this spring and was so pleased with his experiences in Rome and other Italian cities that Charlie has decided to follow the same gambit. . . There have been probably more route sales in the past few weeks than in any two years in the past decade. Another important route that has been registered was the purchase of all equipment formerly owned by Moe Hooker, of Holly, by Jim Hockstetter. Hockstetter is planning on immediate expansion of the route, particularly in the amusement machine category.

After more than three years of litigation, Sam and Dan Keys, brother team who operate Apollo Music Company in Denver, have landed a choice photograph spot in the center of the lobby at Stapleton Airport, Denver's huge terminal. The photograph is a new Wurlitzer stereo model. . . Tom Pascino, who, with his brother, Sam, went into photograph operation in Trinidad, Colo., a little more than a year ago, was in to visit Denver distributors. It is that short space of time the Pascino brothers have built their route from four machines to 30, landing numerous top-notch spots in the Southern Colorado "Gateway to New Mexico" area. Good salesmen, general promoters in the farm lands surrounding and in general interest in the possibility of stereo were held as responsible.

A new operator in Douglas, Wyo., is Jack Cowger, who has set up his routes under the name of E. J. Electric Company. . . Jim Hall, a Rocky Mountain coin machine company in Pueblo, has announced a two-week fishing vacation coming up in July.

Still another route sale which was formalized during June was the purchase of the Denver area's musical and amusement machines by Robert Hilderman, of Play-Mor Music Company, from Walter Morris, Denver policeman and part-time coin machine operator. Morris is retiring from active operating, and Hilderman will work his machines into the Play-Mor route. . . Pete Vandenberg is still dickering over the proposed sale of his big Modern Music Company in Colorado Springs.

Bob Latimer

ment, "It looks very bad," expressed by Lucius Montana, whose State Amusement Company, New Haven, is one of the largest pinball machine dealers.

While MOC (Music Operators of Connecticut), Inc., officials refused to be quoted, there were sources on the State level admitting that the

court decision "definitely could" kill off the industry as far as Connecticut operators are concerned.

Some Confusion

Pinball dealers are reported upset and confused in their initial reaction to the July 5 ruling which holds all pinball machines offering free plays to be gaming devices.

And dealers are apparently looking to their association for guidance on the next course of action. According to Joseph J. Burns, group legal counsel, the advice being given is "to take steps as quickly as possible to comply with the ruling."

Burns added that there is some uncertainty over some points in the court decision and the association intends to seek clarification of these from Atty. Gen. Albert L. Coles. Burns would not expand on what these particular points might be.

Removing Free Play

Montano meanwhile set out to "remove free plays immediately" from his machines. He went on to speculate the result will be "no play at all," also dealers will undoubtedly feel the machines sans free games thru a trial period.

Describing pinball machines without the free play reward, Montano gloomily remarked, "It will be like smoking a cigarette without getting any smoke."

Looking at the situation long-range, Montano predicted that dealers will be forced to abandon pinball machines altogether in Connecticut.

New Type Pins?

His brother, Pasquale J. Montano, who operates Yale Amusement Company, also in New Haven, said that he had already started the process of removing free plays. Later expressed some hope for the industry thru possible development of new types of pinball machines which would meet the law and yet offer the player some inducement.

Some of the Connecticut industry confusion may be due to the fact that the court ruling would apply to the bingo type pinball machine, which has been held a gaming device in federal court decisions.

The Connecticut State Supreme Court, however, made no such qualification, declaring that "a coin-operated pinball machine which is designed to provide free plays upon the scoring of certain numbers or combinations of numbers is a gaming device."

Other Games OK

This seemingly applies to the common-type pinball machine with a free-play reward and excludes only such devices as shuffleboard games, bowling machines and others without free play.

The possibility of dealers concentrating on bowlers was excluded by Lucius Montana, who said the machines are "too big for most retail sites."

Hartford Police Chief Paul B. Beck said said July 6 he would wait 10 days before taking any action on the new decision outlawing pinball machines which offer "free games" for high scores.

"I understand that the pinball interests have 10 days to re-argue their case before the State Supreme Court of Errors, and for that reason we are not planning on doing anything until this matter is ironed out in court."

The high court's decision ruled that an pinball machine offering "free games" is a gaming device and as such could be confiscated and destroyed by police.

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South

MIAMI BREEZE

Common were shocked at the untimely death of Walter Basch, Orange Amusement Company, Fort Lauderdale. Walter had been in Miami shopping for records and picking up some parts on the day of his death. . . . Henry Stone, Tone Distributing Company, is suffering the miseries of a cold contract in Oklahoma City. Henry attended the wedding of local decay Bob Green to Anito Bryant, who is riding high on the jukes with her "Paper Roses" smash.

Oscar Garcia, of the company bearing his name in Key West, visited Miami the other p.m. Oscar is not too happy with business in his area. . . . Another op complaining about business in the Keys was Bart Kahn, Sulay Music Company, Marathon. Bart has hopes for an early pickup now that summer tourists are beginning to visit the area in ever-increasing numbers. . . . In from the Homestead area was Ed Mercer, Orange Blossom Amusement Company, Ed, one of the real old-timers in the area, knows not to expect too much at this time of the year, so he's one of the few not complaining too much about collections.

Rev Holly, Lucky Amusement Company, finally broke down and bought a horse, not for training for shows, but for the pure fun of riding. Rex was like a kid awaiting a present while the horse was being shipped from Texas.

With Tex Rousmanoff off on his annual vacation, Dave Friedman, American Operating Company, is not finding too much time for his pin games. . . . Ozzie Trappman, Bush International, back from a short visit to his Tampa office. Ozzie reports that the business is slow in that West Coast area, it is better than it was at this time last year. . . . Joe Manning, Manning Music Company, West Palm Beach, is forgetting business problems while enjoying his month-long vacation up North.

ARKANSAS ITEMS

Robert Kirsip, president of Kirsip-Hollenberg Music Company, Little Rock, is out a good bit these days policing. He's alderman for the fourth district in North Little Rock and is seeking re-election in August. Friends predict he will be successful. Kirsip left operation of the route in the hands of his manager, J. W. Single, who, who recently got in \$6,000 worth of new two-way radio equipment to replace the other sets in the company's five service cars and trucks. The new equipment will carry further.

Pete Gurley, Ace Music Company, reports the fine weather has perked up his business a great deal in recent weeks. . . . Other operators reporting good collections and increased business: Bobbi Wortham, Wortham Amusement Company; Robert Franklin, Southern Amusement Company; Virgil Bryan, Deluxe Novelty Company; H. G. Yancey, Arkansas Music Company; C. W. Holmes, Western Sales Company; Charles Thomas, Thomas Amusement Company, and George Check, Check Amusement Company.

At Hot Springs the operators were also reporting tremendous business because of the big influx of tourists, many of whom come each year for the baths. The big Hot Springs Open golf tournament also drew thousands to the city recently. Reporting top-notch business with free-wheeling spenders in town were W. E. Lewis, Lewis Novelty Company; Phil Marks, Phil Marks Amusement Company; Van Edginger, Van Edginger Music Company, and R. G. Jennings, Jennings Coin Machine Company.

Also, Wilbur Green, Spa Amusement Company, with the big business, is adding a number of machines to his route, and J. Earl Gill, Gill Amusement Company, is replacing many jukes with sleek new stereos to keep collections on the upswing. Duane Paul, Faul Amusement Company, back from a trip in his private plane, also was in the swing of things with much business on his route. He reported jingling cash registers and prosperity.

Elton Whisenunt

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Stop Making B, C Parts

CHICAGO—Effective August 1, the Seeburg factory will discontinue manufacturing parts for the M1008 and M100C phonographs.

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Reconditioned—New Slates \$150.00 and up

MUSIC

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 DELUXE and "7450" 6 POCKET BUMPER POOL
 Count on Valley Quality to Protect Your Profit!
 See your distributor or write:
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European News Briefs

Continued from page 71

business. Schneegass, one of Germany's original coin machine pioneers, is a long-time member of the association and a former director.

Wiegandt, Vending Mr. Merging

WEST BERLIN—The vending machine producer Deutsche Waggon- und Maschinenfabriken GmbH (DWM) has purchased an interest in the West Berlin firm Wiegandt-Automaten.

The production and service facilities of the two concerns will be merged. Wiegandt produces juke boxes, games and vending machines. One of West Germany's pioneer coin machine manufacturers, Wiegandt has been pressing a vigorous export program.

The merger with DWM is interpreted in West German coin machine circles has influenced by the entry of Seeburg, in the U. S., into the vending machine field in strength, and by the purchase of Tononair, in West Germany, by the Canteen Company of America.

Wiegandt, which has been bolstering its juke box line and developing games, is now grinding for "combined operations" type competition from Canteen and Seeburg, which is introducing its new line of vending machine products into West Germany along with its juke boxes thru Loewen Automaten.

The merger will give Wiegandt the production capacity to press simultaneously expansion of its juke box and games lines and continue the development of automated in-plant feeding for industrial plants.

Gottlieb Ships

Continued from page 69

bumper arrangement which fills much of the top half of the playfield. It scores advances, which in turn score specials.

Making numbers one thru five scores one advance, and these numbers can be made in four different places.

A rollover button decorated in the form of a crown spots numbers one thru five.

The backglass is decorated with treasure chest and pirate gal scene. Captain Kidd has a match play feature and offers three or five-ball

L. Jones Expands Indiana Territory

INDIANAPOLIS—Lew Jones, Wurflitzer distributor here, has been appointed distributor for nine Indiana counties in the Fort Wayne area. Handling the new territory will be Jones, Monte West and Dick Wagner.

Jones is now Wurflitzer distributor for all of Indiana except the Northwest area. Southern Ohio, Northwest Illinois and Northern Kentucky.

play. It is equipped with two high-powered ball flippers. Coin box has a locking cover.

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A CHICAGO COIN
REBOUND SHUFFLE
 FREE WITH ANY GAME
 ORDERED FROM THIS AD!
 NO GIMMICKS! IT'S FREE! FREE! FREE!
 CALL COLLECT NOW!



SHUFFLE ALLEYS

C. C. SIX GAME
 United 4 WAY SHUFFLE...NEW... \$325
 United 3 WAY SHUFFLE... 475
 United 2 WAY SHUFFLE... 425
 United QUAL SHUFFLE... 425
 United ATLAS... 395
 Bally STATE... 395
 Bally DELUXE... 375
 Bally DELUXE CONGRESS... 375
 United HANDCAP... 345
 United CAPITOL... 175

UPRIGHTS

GOODY SUPER TWIN
 WILCOX...NEW... \$325
 Bally SUPER TWIN...NEW... \$325
 Bally DELUXE REG... \$325
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SPECIAL!

ROCK-OLA
 1468 STEREO
 120 SEL. PHONOS
 WITH 2 STEREO SPEAKERS
ONLY \$745

BOWLERS

Bally
 14" A.E.Z. BOWLING LANES... \$325
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WANT TO BUY—LAGUNA BEACH—COUNTY FAIR
 BALLERINA—SEA ISLAND—CARNIVAL QUEEN

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Terms: 1/3 Deposit,
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GOTTIEB'S 2-PLAYER

CAPTAIN KIDD

Means More \$ilver in the Cash Box!

- Exciting new "Circle-Five" pop-bumper feature scores advances
- Making numbers 1 thru 5 scores one advance
- Numbers 1 thru 5 can be made in four different places
- Crown rollover button spots numbers 1 thru 5
- Making advances score specials
- Match feature • 3 or 5 ball play
- 2 super-powered skill flippers
- Coin-box with locking cover

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It's *Ahooy* Profitable to Operate Gottlieb Games!



100-Unit Park Arcade Boasts First-Class Electrical System

DETROIT—Opening of an enlarged new Arcade at Walled Lake Amusement Park in Walled Lake, 25 miles northwest of Detroit, has resulted in some excellent grosses for this popular summer spot.

The Arcade, located in the old-time skating rink building, has been reconstructed, and occupies a strategic corner on the midway. A significant feature is the variety of games and attractions offered—

with just under 100 machines in the spot. Most operate for a dime, some for a quarter, and some for a nickel.

A special portable counting table equipped with a mechanical coin counter is moved around the Arcade at intervals to record the take, and a three-man collection staff, including an armed and uniformed guard, performs this function. Counting is usually done by A. M. (Brownie) Brown, manager of the park, and a separate detailed entry is made for the take on each individual machine, providing a useful performance record.

A very important feature of the new rebuilt Arcade is the electrical installation, completely rebuilt at a cost of about \$1,300, with all-new electrical outlets for each machine. This is equipped with grounded three-wire outlets, and not over six machines on any one line. Auton, in fact, invites any electrical safety inspector to visit the spot.

Safety has been vastly improved by this set-up. Since the entire Arcade is now grounded, it is impossible for any patron to get an electrical shock from the equipment.

In addition, the segregation of machines, with a maximum of six to a circuit, means that only a small number of units could possibly be knocked out of service at a time in case of any difficulty, and so protects the revenue potential of the

Multiple Pops Pose Dilemma

• Continued from page 69

more versions of a new song, I try to make a point of bearing them myself to help me make a decision. When I'm out on calls in the car, I have the radio on and if I hear a new thing that I like, I write it down on a pad I carry with me. Then I make sure I try "it out."

Up in Hurleyville, in the Catskill Mountain resort area, Mrs. Amelia (Mille) McCarthy, says that she and her husband, William

McCarthy, rely mainly on the Mobile one-stop who serves them. Mrs. McCarthy noted that with "Alley Oop," who had been advised to program the Dante version, which is somewhat below the Argyle's version in chart standing. The record, however, is getting good play for the McCarthys.

Try Both

Mrs. McCarthy said it was possible in occasional cases, that two versions of a tune might be put on a machine to test reaction. But in most every case of this kind, the location owner, not realizing that a test was being made, would call up and tell her they had a double on the box. "They feel they are getting the worst of it if they have only 199 selections instead of 200," she said.

It would appear, according to some traders, that in outlying areas particularly, operators can help themselves by keeping on top of local tastes, which can often vary considerably from what happens to be going in the big city areas.

Regarding cover record activity, it is difficult at best to try to assess what trend to expect in coming months. But with business at the single record level in a continuing state of shrinkage, it's logical to suppose that cover records, the so-called safe records, may continue to be a factor in programming for some time to come.



Chicago coin's

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YES! YOU GET ALL SIX IN ONE GAME

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ALL STRIKE BOWLING

as featured in TV Jackpot Bowling

②

REGULAR HANDICAP BOWLING

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⑤

LITE-O-MATIC BOWLING

⑥

RED PIN BOWLING



PLAY SELECTOR BUTTON

see these Chicago coin's "profit winning" games!

NEW

Modern Designed Cabinet Featuring The

NEW

Attractive "Lite-Up" Hood!

QUEEN BOWLER

Featuring High Scoring Plus Regulation Scoring

KING BOWLER

Built Extra Sturdy For Continuous Play

PONY EXPRESS

Wild West Rifle Gallery With Moving Targets

K

Sold a wise operator one day, why this fast about speed play forty-five. Thirty three ... It's as plain as can be you get both if you want, in the "K"

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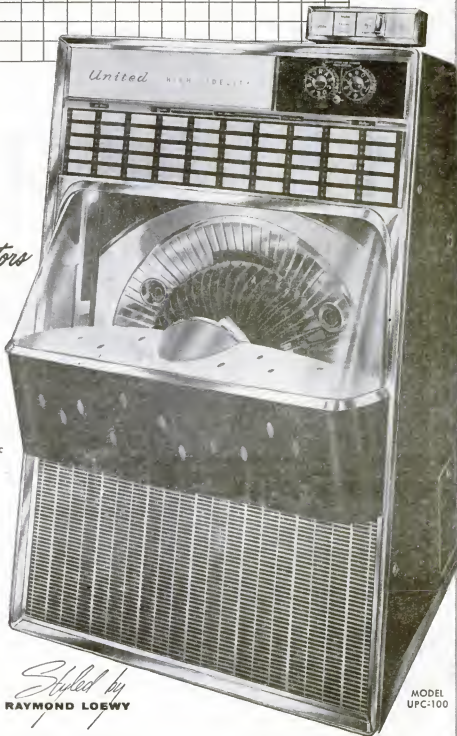
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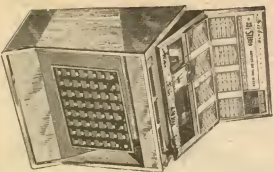
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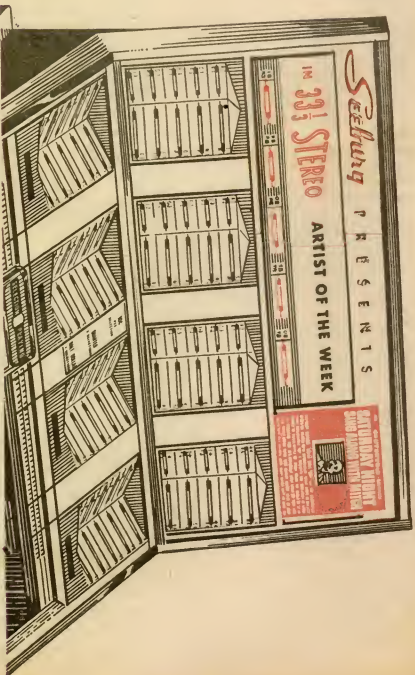
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Top panel of the Seeburg "Q". Four-color reproductions of the album jackets and the ten featured artists' names are arranged in the top panel. The album holder map in and out, can be changed in a matter of minutes.



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